

No.  
141  
March  
'71

# MAD

OUR PRICE  
**35¢**  
CHEAP



IN THIS ISSUE:  
**WE BOMB**  
**CATCH-ALL-22**



**FREE THE  
NEW YORK  
7**  
MILLION

**STICK UP  
FOR YOUR  
BELIEFS!**

**MIDI  
SKIRTS  
CAUSE  
CANCER!**

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# MAD

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—Alfred E. Neuman

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JERRY De FUCCIO, NICK MEGLIN *associate editors*  
JACK ALBERT *lawsuits*  
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,  
CURTIS ANDERSON, RICK SMITH *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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## VITAL FEATURES

"CATCH-ALL-22"  
(A MAD  
MOVIE  
SATIRE)  
Pg. 4



**Vandals**  
**CHINA SHOP**  
ALL YOU CAN DESTROY  
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GET-IT-OUT-  
OF-YOUR-  
SYSTEM  
LAND  
Pg. 15

MARCHING  
SONGS FOR  
CRUSADERS,  
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NEVER  
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FIVE-O"  
(A MAD TV  
SATIRE)  
Pg. 43



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## LETTERS DEPT.



### "THE SPIRO OF '76"

Never have I derived such pleasure from a back cover of any magazine as I have from the one on your latest issue. "The Spiro of '76" is a brilliant tribute to your acute skill at political satire.

Carol Hodes  
Washington, D.C.

I thought your "Spiro of '76" was an art masterpiece.

Helen Weidenheim  
Princeton, Ill.

### SILENT MAJORITY MAGAZINE

I was extremely upset by the amount of political material in your December issue, i.e. "Silent Majority Magazine," "The Spiro of '76," etc. This is not like the old MAD I used to know. If you continue this political mongering in the future, I may have to resort to some extremist measures, such as taking out a MAD subscription.

Irvin M. Hass  
Indianapolis, Ind.

As one of our nation's "impudent snobs," I found your "Silent Majority Magazine" to be one of the most disgusting, stomach-turning, sarcastic . . . and funniest articles you've ever done.

George Jupin  
Lansford, Pa.

Regarding your "Silent Majority Magazine" in issue #139, Diogenes can put out his lamp. America has found a group of honest men. Congratulations for not selling out!

Larry W. Yother  
Albany, N.Y.

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** (Act of October 23, 1962; Section 4369, Title 39, United States Code)  
1. Date of filing: Oct. 1, 1970 2. Title of Publication: MAD 3. Frequency of issue: Monthly, except Feb., May, August, and Nov. 4. Location of Known Office of Publication: 485 Madison Avenue NYC 10022 5. Location of the Headquarters or General Business Offices of the Publishers: 485 Madison Avenue NYC 10022 6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 Madison Ave., NYC 10022; Editor: Albert B. Feldstein—485 Madison Ave., NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc.—485 Madison Avenue NYC 10022 wholly owned by Kinney National Service, Inc., a publicly-held corporation—10 Rockefeller Plaza NYC 10020. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

## TWO HIGH SCHOOL GENERATIONS

Articles like "A MAD Look at Two High School Generations" and "Silent Majority Magazine" reach comic proportions of pitch-black intensity. Thank you for the ballsiest and funniest issue of MAD Magazine yet!

Bud Cornelio  
Lenox, Mass.

"A MAD Look at Two High School Generations" was high-sterical!

Terri Schneider  
Flushing, N.Y.

## THE REVOLUTIONARY MOVEMENT

Dave Berg really was "right on" with his article, "The Lighter Side of the Revolutionary Movement"! He told it like it is . . . on both sides of the crummy "generation gap"! Keep up the great work!

Sharon E. Hurlburt  
Cromwell, Conn.

We've been reading your magazine for years and have found its humor and social comment very enjoyable. But we were extremely disillusioned with your satire on "The Revolutionary Movement" in issue #139. How could you be so insensitive to the problems that face the young people of this country? It is not fair to condemn the entire "movement" because of a small minority of phonies. The majority of us are sincere in our convictions. You guys must be "over 30"!

Ronnie Swidler  
New York City

What are you trying to do—ruin your reputation for rotten attempts at satire? "The Lighter Side of the Revolutionary Movement" really told it like it is. And it was funny, too!

Ric Gagliardi  
Las Vegas, Nev.

## BEHIND THE SCENES AT AN AD AGENCY

"A MAD Peek Behind the Scenes At An Ad Agency" was a superb comment on Madison Avenue, where the law of the jungle prevails.

William H. Lederle, Jr.  
Newfoundland, N.J.

10.

EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	2,505,253	2,821,636
B. PAID CIRCULATION		
1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	1,761,031	2,041,329
2. MAIL SUBSCRIPTIONS	103,412	100,011
C. TOTAL PAID CIRCULATION	1,864,443	2,141,340
D. FREE DISTRIBUTION	52	50
E. TOTAL DISTRIBUTION	1,864,495	2,141,390
F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING	640,758	680,246
G. TOTAL	2,505,253	2,821,636

I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

### MAD MAN MAKES TIME

I rejoice to see Mort Drucker join *Time Magazine's* "Hall of Fame of Great Cover Artists"! His "Battle for the Senate" cover was another fine example of his genius (Oct. 26th issue).

### AIRPLOT

I thought your satire of the movie, "Airport"—mainly, "Airplot"—was one of the best satires you've ever run! But then again, aren't they ALL?!

Barry Norwood  
Mesquite, Texas

### TOKENISM

After reading your "Tokenism of the Future", I began to wonder if perhaps there is a token "sane" person on the MAD staff.

Richard Cornish  
Pearl River, N.Y.

Your article, "Tokenism of the Future", was quite revealing but unfortunately incomplete. Just the other day, I passed a newsstand and saw MAD in with the other excellent magazines. Now, THAT'S what I call "Tokenism"!

L. Benne  
Montreal, Quebec

### POLITICAL SMEAR SPEECH

All of issue #139 was excellent, but the best article of all was "MAD's Non-Slandrous Political Smear Speech", which was very clever, very funny and very sad. It pointed up the ridiculousness of the say-nothing speeches that are so successful in getting vicious and egocentric politicians elected while, at the same time, mirroring the tragic inability of the American people to distinguish between nonsense and meaning. A most valuable lesson.

Jan Bernstein  
Los Angeles, Calif.

### MAD'S EQUAL COVERAGE

The December issue of MAD (#139) was the most enjoyable I have ever read. I particularly appreciated the equal coverage you gave to the humorous aspects of both sides of the political spectrum. Readers of "The National Review" AND "The New Republic" will find your magazine equally palatable.

Dana Gumb  
McLean, Va.

### TAKING SIDES

Congratulations on finally taking a stand in issue #139! You guys certainly let the public know which side you're on in our nation's affairs! You hate EVERY-ONE!

Richard Francisco  
Boulder, Colo.

Please Address All Correspondence To:  
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Yes, these ads offering our full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid—suitable for framing or training puppies—will keep going right on, and on, and on! Unless we sell out our supply! So if you want peace . . . peace of mind, that is . . . help end this war of nerves NOW! Mail 25c for 1, 50c for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022





**WAR IS HELLER DEPT.**

You loved the book, right? So you should fall over in ecstasy at the movie, right? Not so fast, speed-readers! Something happened, and no one is quite sure what it was. Let's just say that this one movie could single-handedly revive the lost art of reading. On the other hand, this MAD satire of the movie could very well kill it again. In any case, here is our version of—

**CA**

Mumble mumble,  
mumble mumble mumble  
mumble mumble mumble  
mumble... mumble  
mumble mumble  
mumble mumble!

Mumble mumble  
mumble mumble  
mumble mumble  
mumble mumble  
mumble mumble  
mumble mumble!

Why are we  
talking  
with these  
B-25's  
taking off?!  
Nobody can  
HEAR us!

Exactly! If  
they **COULD**  
hear us,  
they'd know  
this is the  
**END** of the  
picture!

But it's **NOT**  
the end! It's  
the **BEGINNING**  
of the picture!

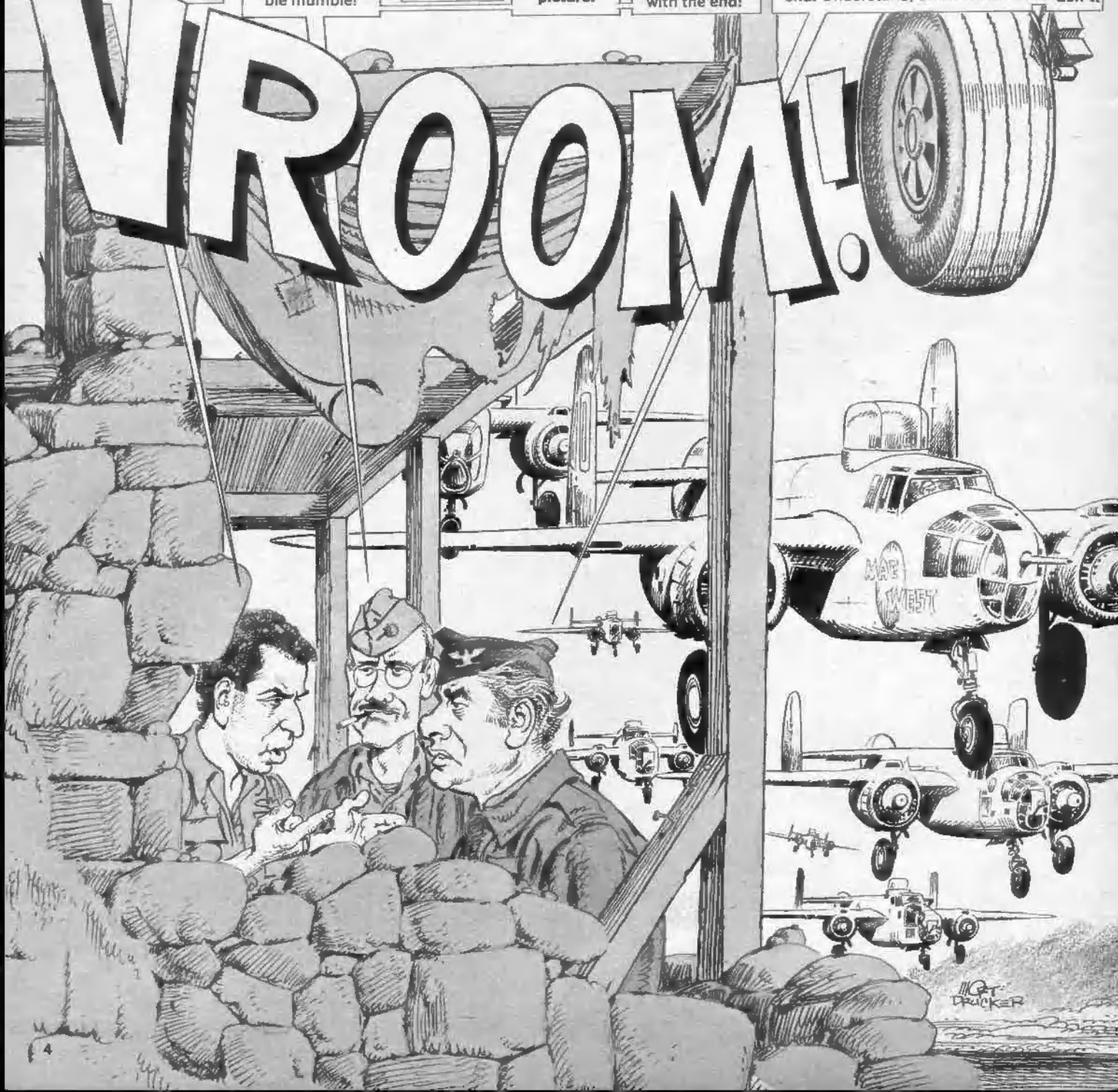
Except that this  
picture begins  
with the end!

That's so people who know the  
beginning will think it's all  
over! And people who don't know  
the end will never know it **IS**  
the end until they see the real  
beginning all over again at the  
end! Understand, Shmoessarian?

I  
think  
so!

That  
means  
you  
don't!

**VROOOM!**



# CATCH-ALL-22

ARTIST: MORT DRUCKER

WRITER: STAN HART

Okay, so I **don't** understand! There are lots of things in this picture I don't understand!

F'rinstance, this . . . !!  
**ARRRGHH!!**  
The picture isn't even three minutes old and already I'm dead!

Help him!  
Help the Bombardier!

Are you **SURE** you're the Bombardier?

Then you're **NOT** the Bombardier! If you **SAY** you are, then you're **NOT!** You should have said you **WEREN'T** the Bombardier! Then you **WOULD** be! Understand . . . ?

Of this plane?

I'm the Bombardier! I'm okay!

Of course I'm sure!

Can I have permission to bail out?

No . . . of this **PICTURE!**



Doc, I gotta get out of combat! I want you to ground me!

I can't. In order to be grounded, you have to be crazy!

And anyone who wants to get out of combat obviously isn't crazy! That's the Army's "Catch-all-22"!

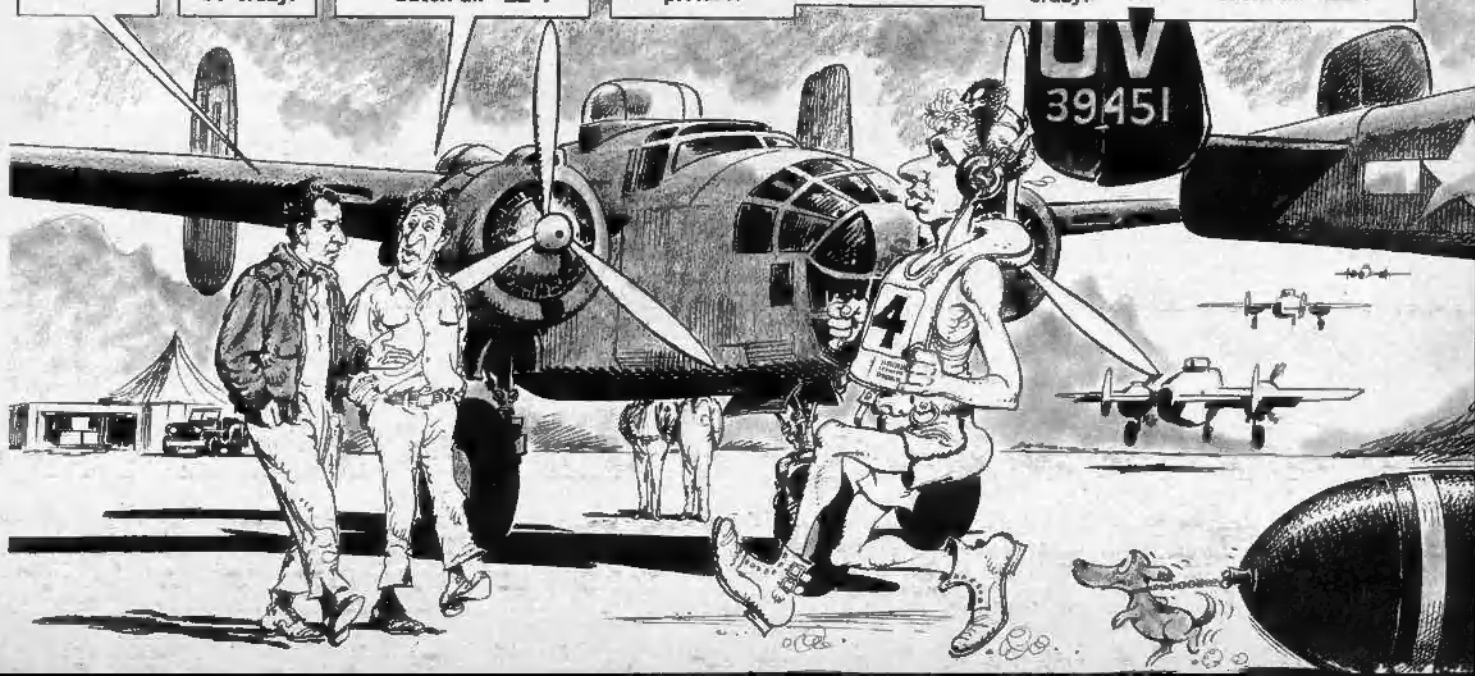
But--don't you think I'm crazy?

Sure--for being in this screwy picture!

Good! Then get me out of this screwy picture!

I can't. In order to get out of a picture, you have to be crazy!

And anyone who wants to get out of a screwy picture obviously isn't crazy! That's **HOLLYWOOD's** "Catch-all-22"!





Hi, there, pilots!  
This is **Major Dandy!**  
You **WILL** be careful  
with your planes on  
today's mission...  
won't you? They cost  
**\$2 million to rent!**

After all, it's  
not easy to find  
thirty B-25's  
that can still  
fly twenty-five  
years after  
World War II!

How  
come  
his face  
never  
moves  
when he  
talks?

His real-life **WIFE**  
is in this picture!

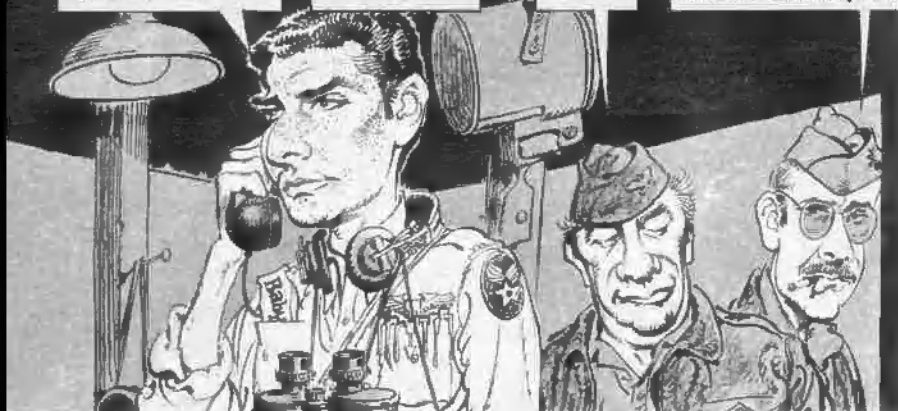
What's **THAT** got  
to do with it?

She's a **ventriloquist!**

**I GOTTA  
GET OUT  
OF HERE!  
I'M SICK!  
I'M SICK  
TO MY  
STOMACH!**

What's the matter,  
Shmoessarian? You  
sick from having  
to drop bombs on  
innocent women  
and children?

No, I'm  
sick from  
having to  
smell that  
disgusting  
pipe of  
yours!



Except for one little thing, I  
have it all figured out! I swap  
the parachutes for a warehouse  
full of **Malomars!** Then, I swap  
the **Malomars** for ten carloads  
of **loose-leaf reinforcements!**  
Then... I swap **THEM!**

What  
do  
you  
swap  
them  
for?

I swap  
them for  
parachutes!

What's the  
point of  
all that?

That's  
the one  
little  
thing I  
haven't  
figured  
out yet!



That crazy **Wily  
Wheelerdealer** sold  
my parachute! Well—  
I don't care! I'm  
**STILL** gonna jump!

No, Shmoessarian!  
You can't jump  
without a parachute!  
You'll be **KILLED!**

If it gets me  
out of this  
screwy picture,  
death can't be  
**ALL** bad!



This must be one of  
my **fantasy** scenes!  
Tell me, what does  
my trying to swim  
to you while you  
stand there—stark  
naked—symbolize?

It symbolizes about  
**\$5 million EXTRA**  
at the **box office!**  
This ain't no old-  
fashioned **John Wayne**  
**War Movie**, y'know!

Okay—but why  
am I **DROWNING?**  
Think of how  
much **MORE** it  
would symbolize  
if I could  
**REACH** you!



Hi, Shmoessarian!  
I understand that  
Col. Catheter has  
increased the  
number of missions  
from **50 to 75!**

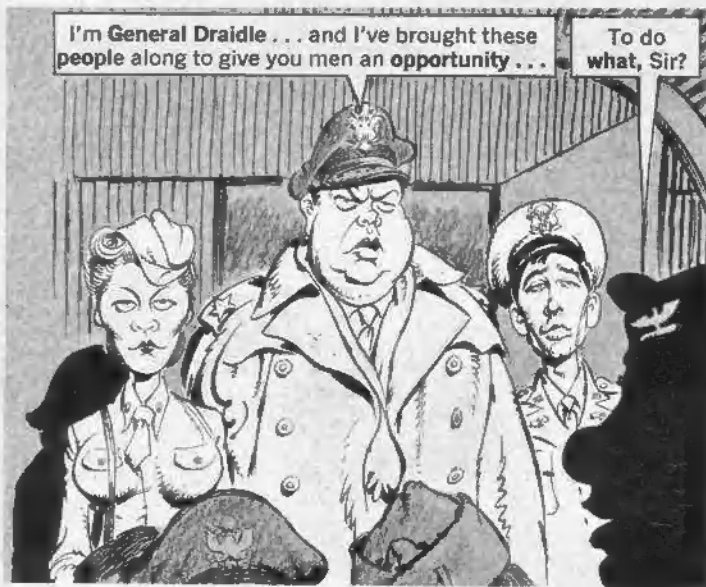
You've got to help me, Chaplain  
Tapdance! I don't want to fly  
any more! I've found a **reason**  
for living! There's something  
I have to **DO** before I die!

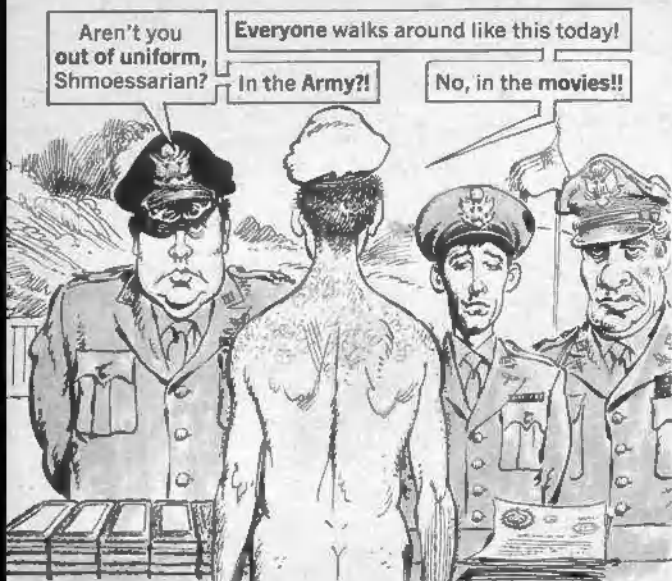
What's  
that?

Take  
swimming  
lessons!











Just pretend you're their dying son, Shmoessarian!

The audience won't know! If they don't think it's funny, then they'll think it was supposed to be funny! And if they think **IS** funny! they'll never know it wasn't funny!

And this is supposed to be funny!?

You mean...

Right! That's **NICHOLS'** "Catch-all-22"!



How come a very minor character like you seems to be in almost every scene?

I wrote the screenplay! I made sure that I was!

Boy, that's chutzpah!

Say one more nasty thing, and I'll LET him shoot you!

The script is better than the book! Much better! I love it! LOVE IT!!



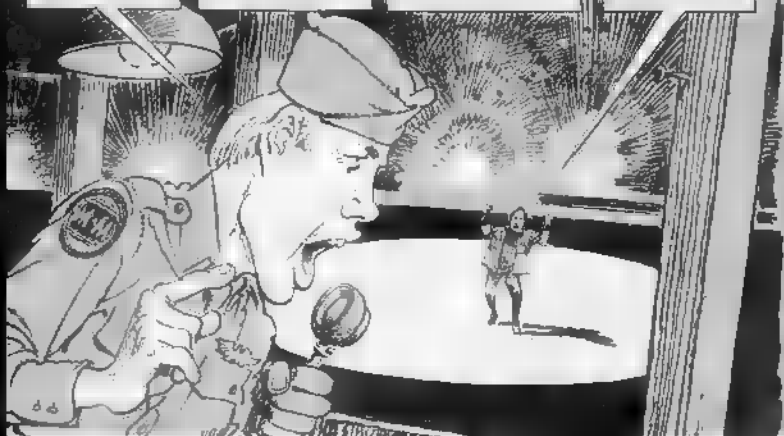
All right, planes! Be careful not to hit our warehouses! Just men and hospitals!

Wily! You're **INSANE!!**

It's strictly a commercial arrangement, Shmoessarian!

I made a deal to get rid of those parachutes we've been stuck with! I swapped them for some bombs!

Okay, but did you have to arrange to have them **DELIVERED?!**



Bon giorno, Shmoessarian! Is-a my Nutly come-a soon?

No... they got him!

The Germans?!

No... the Truant Officers!!



Hey!



Hey, this is terrific!



Whoopie! I finally got out of that screwy picture!

What makes you think so?

Don't you see all those disgusting, sordid things going on in these Rome streets? I'm in a **FELLINI** movie!



See? We finally came back to the beginning of the picture at the end of the picture!

And now we can let the audience hear what we were saying when they couldn't hear what we were saying back then!

Great! Will it help them to understand the picture any better?

You kidding?! It won't even help YOU to understand the picture any better!

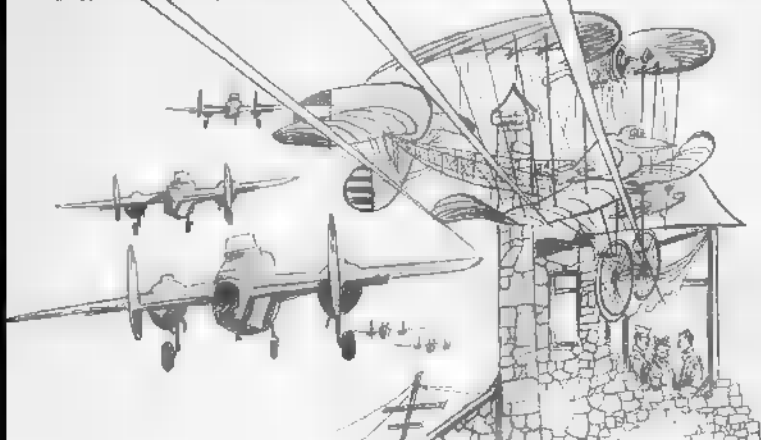
You don't have to fly anymore, Shmoessarian! We're sending you home!

You mean ... I'm getting OUT?!

I think so ... !

Isn't that what he just said?

Well, you're NOT!



Somehow, the logic of this entire picture escapes me! And that includes this ... **ARRRGH!** ... knifing scene!

Hey! YOU'RE Nutly's Italian girl ... dressed up in fatigues! How come YOU'RE killing me?

YOU dunno ... ?! 'At's-a too bad! I was-a hoping you would-a hexplain it to ME!!



Help him! Help the Bombardier! Then help HIM!! Help HIM! Help the Director! He doesn't understand the movie! He didn't understand the book, either! NOBODY understood the book!

I'm the Bombardier! I'm okay! Who? Help WHO? What seems to be his problem? Tell him to read the book!

What happens now? I don't DIE, do I?

It's very possible!

But—but in the book, the doctors SAVED me!!



That may be! But in the movies, the doctors killed you! Mainly, WE did this "Insane War Picture" bit FIRST ... and BETTER!!





# ON A STREETCORNER DOWNTOWN



O. MARTIN



HAVING TROUBLE WITH YOUR PARENTS? MAYBE YOU CAN WIN YOUR

# MAD CLIPPINGS TO

## President Recommends Higher Allowances For Young People

Higher allowances for young people was recommended as a partial solution to one of the biggest problems besetting our nation today.

"Higher allowances are necessary and vital, and should be given to our young people whether parents can afford them or not!", the President of the National Association of Recording Companies, stated today.

"After all, kids buy 90% of all the records manufactured," he went on, "so it stands to reason that if they have more money to spend, they'll buy more records. And if they buy more records, we might recover from this terrible business slump that has hit the Recording Industry as well as practically every other industry in America!"

## DATES FOR PRE-TEEN GIRLS URGED BY PROMINENT SCIENTIST

NEW YORK, N.Y., Apr. 7—Dr. Sidney J. Sternwallow, Director of Physiology of the New York Pre-Pubescent Institute, today recommended that Mothers urge their pre-teen girls to have dates.

"Dates are extremely beneficial to a pre-teen girl's feeling of well-being," stated Dr. Sternwallow in a speech before the National Association of Pre-Pubescent Nutritionists.

"Figs, prunes and dried apricots are also very good," he went on to say. "You can't beat their natural laxative effect!"

## Scientist Proves Long, Unkempt Hair Beneficial To Health

Professor Henry L. Cranston, of the University of Southern North Carolina, spoke out today in support of long hair.

In an address before the staid Alumni Association of U.S.N.C., Prof. Cranston claimed that he possesses indisputable proof that life is actually prolonged by long, straggly hair.

The Professor based his claim on his forty-year study of the Long-Haired Alaskan Musk Ox, an animal native to the Northern-most Polar Zones.

"Just suppose the Musk Ox had short hair," Prof. Cranston suggested. "The poor things would freeze to death!"

## Teenagers Who Have Their Own Telephones Suffer From Less Hang-Ups

"If you want your child to have less hang-ups, get him his own phone!" states a survey report released today.

The report noted that teenagers who have their own telephones suffer from far less hang-ups than teenagers who share their phones with others.

The survey, conducted recently by the Bell System, showed that teenagers who have their own telephones talk for long periods of time, uninterrupted, while those who share phones with their families are forced to hang up much more often.

## NOTED EDUCATOR CLAIMS THAT HIGHEST MARKS IN SCHOOL ARE MOST OFTEN PRODUCED BY LEAST INTELLIGENT PUPILS

EAST FLEEGLER, Mo., March 5—Students who make high marks in school were criticized today, while low mark students were praised by East Fleepler High School Principal, Harvey Streech.

"Some of our most brilliant and intellectually superior students are low markers," stated Mr. Streech, "while high marks most often indicate a student of base mentality, if not total stupidity!"

Principal Streech's remarks were made following the High School's annual Spring cleanup of wall defacements and obscenity scrawls.

"It's pretty obvious that the more intelligent students are empathetic to our clean-up problem,

and make their marks relatively low, where it is easy for the school custodian to wash them off. But the high marks, often the most vile and obscene, can't even be reached by ladder. It's a mystery to me how those morons can deface a ceiling!"





# ARGUMENT BY CONVINCING THEM YOU'RE RIGHT WITH ONE OF THESE LEAVE LYING AROUND

WRITER: ALPHONSE NORMANDIA

## HOMework CAUSES BRAIN DAMAGE

In another of a rapidly growing series of incidents, which may well indicate a serious trend, a student's brain was irreparably damaged as a result of homework.

"There is no doubt that the student's extremely heavy work-study load was directly responsible for the brain damage," stated Dean Roger Hornsby of the University of Biloxi Medical School, "and we are going to have to severely limit the use of homework to meet that load."

However, it is quite possible that the damage to the brain could have been avoided!"

John J. Fazool, a Pre-Med student at the University, had brought home a calf's brain he had been dissecting in Comparative Mammalia Lab. Class. Mrs. Emilio

Fazool, his mother, mistakenly cooked the brain and served it to the Fazool family for dinner.

"It was a little tough," said Mrs. Fazool, "but I covered it with a creamed garlic gravy and smothered it with capers and anchovies and it was simply delicious!"

## 2-Hour School Day Urged by Educators

Leading Educators, in a special meeting here today, expressed concern over long, and for the most part, useless hours spent in school by students.

"It's really ridiculous," said one teacher. "The attention span of all students is normally limited. After an hour or so, it's no use trying to teach them anything!"

The teachers signed a resolution recommending a 2-hour school day, including a half-hour lunch break, be adopted as sufficient for effective learning.

At the conclusion of the meeting, the group returned to their teaching assignments at the Gladstone Obedience Training School For Dogs.

## After-School Chores Seen As Damaging

"Assigning after-school chores to a boy or girl instead of allowing the child to play may result in irreparable damage!" stated Dr. Hugo Youngfroyd, the noted Child Psychologist.

"But the damage to grass, windows, dishes, etc. caused by the child's unconscious resentment of having to meet mature responsibilities is little price to pay for the character building that results."

"If you can afford the cost of replacing a dish broken while washing, or a window smashed while cleaning, or a lawn torn up by cutting, or a car destroyed while polishing, make the little stinkers work," concluded Dr. Youngfroyd.

## CONTINUED SHOWERS AND BATHS EXTREMELY HAZARDOUS TO HEALTH

Dr. Etoin Shrdlu, prominent Psycho-Physicist, reported today that "the continued taking of showers and baths can be extremely hazardous to health!"

In a speech before the American Psycho-Physical Society, Dr. Shrdlu also claimed that the life expectancy of a regular showerer or bather will be considerably shortened if the practice were to be continued.

"Indeed, severe bodily damage is almost a certainty," he stated flatly, "and death is a distinct possibility!"

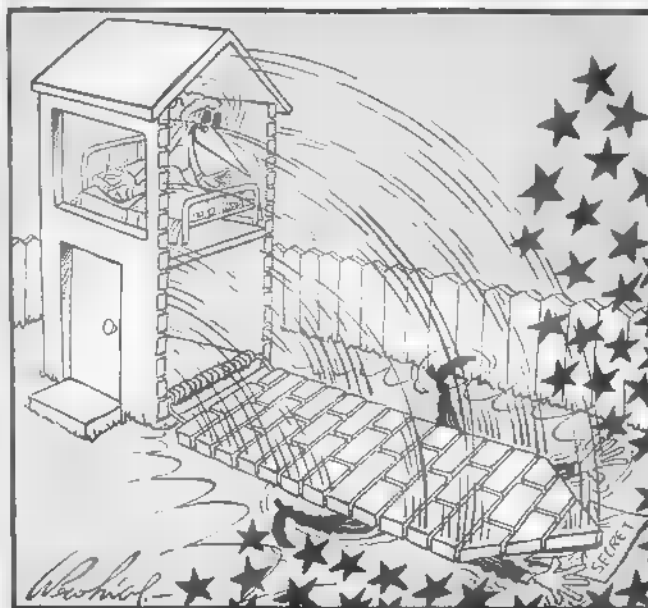
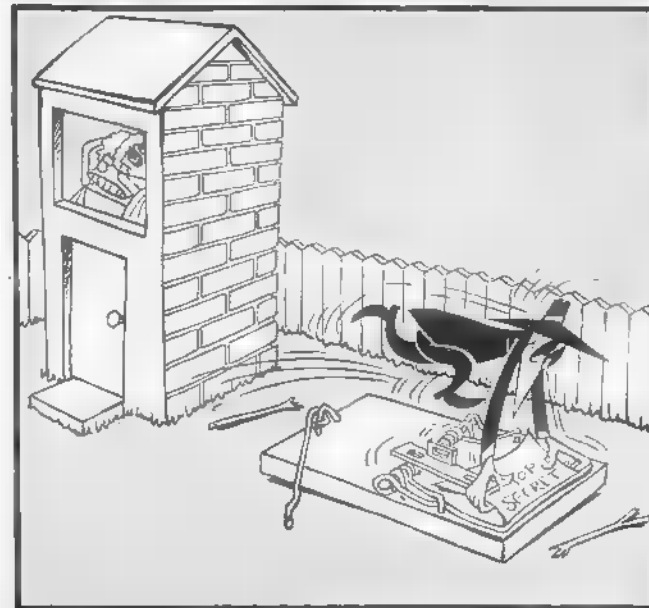
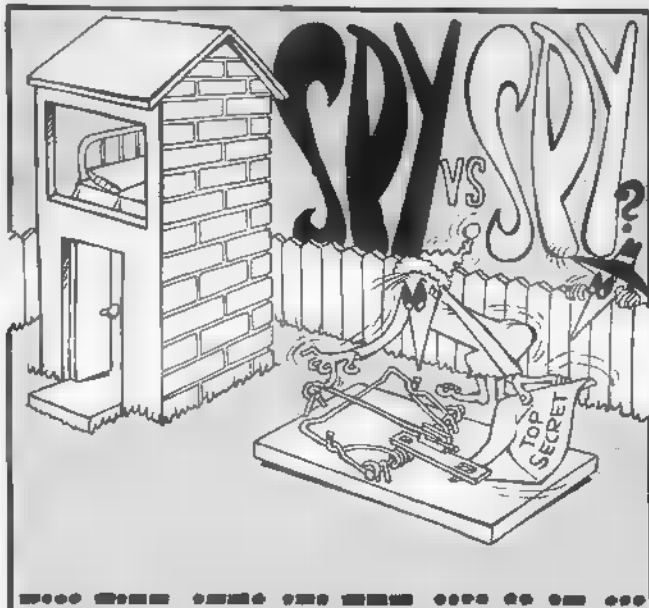
Dr. Shrdlu, who is connected with NASA's "Office of Space Medicine," went on to say that "any Astronaut who insisted upon taking a shower or a bath while exploring the surface of the Moon would have to remove his pressurized space suit. Not only would this be extremely hazardous, but it would also tend to make him look a little ridiculous on television!"

## ADULTS OVER 25 ARE LABELED AS 'UNSAFE DRIVERS'

"Sixty-seven percent of all men and women over 25 driving an automobile on the road today are unsafe drivers!," claimed Professor Chester Fiduciary in a speech before the National Insurance Underwriters Assn. today.

"The reason" stated Professor Fiduciary, "that such a high percentage of adults over 25 are unsafe drivers is because

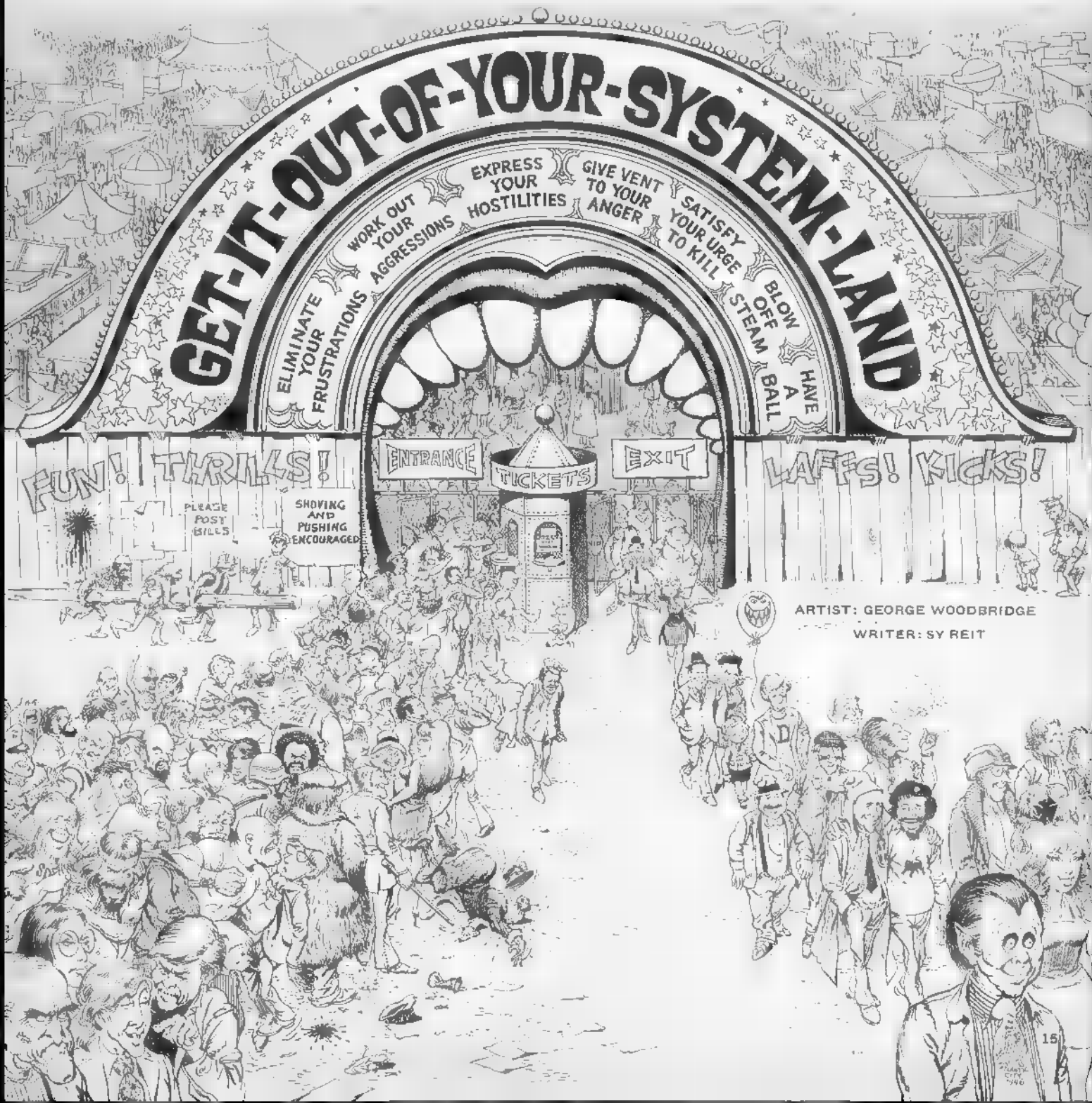
that's how many are going to be smashed into by drivers who are under 25!"





## ABUSEMENT PARK DEPT.

Go to your local newsstand, pick up a newspaper, and what's the first thing that hits you in the eye? The newsdealer, dummy—because you didn't pay for the paper! But the *next* thing will be all those scary headlines about "law and order" and "crime in the streets"! Incidentally, we can't figure out *why* there's so much fuss about "crime in the streets"! Isn't that where it *belongs*? Where *should* we have crime, for Pete's sake—*inside our houses*? Anyway, violence in America is becoming a serious problem. Everyone agrees that something must be done to curb all the crime, rioting, and other forms of mayhem. But we here at MAD think that the Establishment is going about it *all wrong*. Instead of trying to *suppress* violence, the powers that be ought to find a nice safe *outlet* for it. Let's face it, people *need* ways to express their anti-social urges. And everyone *has* these secret urges. So why not channel them harmlessly by setting up a special area where folks can get *rid* of these terrible impulses and natural aggressions in *completely safe and acceptable* ways? How would this work? Well, why not join us as MAD escorts you through uninhibited, satisfying . . . .





CATHOLIC  
JEWISH  
PROTESTANT

VETERANS

SICKLE CEMETERY

KICK OVER  
THE GRAVESTONE  
OF YOUR CHOICE 35

BIGOTRY WALL  
EXPRESS YOUR HATES!  
RENT A CAN OF PAINT  
AND A BRUSH - 50¢  
AN HOUR

Sex-A-Phone  
MAKE THAT OBSCENE CALL  
YOU'VE ALWAYS WANTED TO  
FOR 3 MINUTES  
OR ANY PART  
THEREOF  
10¢

COMING SOON!  
TUNNEL  
OF HATE  
A VERITABLE  
TREASURE HOUSE  
OF INSIDIOUS  
DELIGHTS!  
A PERVERSE  
PARADISE...  
A SADIST'S  
SALUBRITARIUM  
WATCH FOR GRAND  
WINNING

SMASH!  
A GENUINE  
STRADIVARIUS  
\$2.00

THRILL THEATER  
30 SELECTED VIOLENCE  
SCENES FROM OSCAR  
WINNING MOVIES!  
ADMISSION \$2.50

HATE

CURSE  
OUT A  
COP  
5¢ FOR EACH  
OBSCENITY

SHOPLIFTERS  
PARADISE  
SWIPE ALL YOU WANT!  
KEEP ALL YOU SWIPE!  
ADMISSION \$1.00

STEAL  
FROM THE BLIND  
MAN'S CUP  
KEEP ALL  
YOU SWIPE 40¢

MUG-A-FUG

BEAT UP AN INNOCENT PASSERBY  
KEEP WHATEVER YOU FIND ON THEM

LITTLE OLD MAN.....\$1.00  
LITTLE OLD LADY.....\$1.50

FOR THAT  
SPECIAL  
SOMEONE,  
EPOXY  
TAFFY  
...50¢ A BOX

BE THE BAD GUY OF YOUR DREAMS

3 PHOTOS WHILE-U-WAIT \$1  
50 DIRTY RATS TO CHOOSE FROM

BILLINGER  
JACK THE RIPPER  
HITLER  
JESSE JAMES

SIMON GIRTY  
BILLY THE KID  
STALIN  
SY REIT

DAMAGE DAD'S  
NEW CAR

SCRATCH THE FINISH...25¢  
DENT A FENDER...50¢  
SLASH A TIRE...\$1.00  
WRECK THE WHOLE CAR...\$1,500

SHAFT  
YOUR  
FAMILY  
PAVILION

ENTRANCE

DUMP  
MOM

INTO A VAT OF HER  
CHICKEN SOUP  
3 MATCH BALLS 50¢

SMOTHER YOUR  
BABY BROTHER

50¢ FOR A LARGE PILLOW  
25¢ FOR A SMALL PILLOW

ENTRANCE



## DEN OF DEPRAVITY

PULL WINGS OFF HELPLESS FLIES  
LARGE 25¢ SMALL 15¢

## AUTOMANIA ENTRANCE

## AUTOMANIA

PASS STOP SIGNS  
GO THRU RED LIGHTS  
RENT A CAR AND GO WILD! \$4.00 PER HOUR  
EXCEED SPEED LIMITS  
CAUSE FATAL ACCIDENTS

SMOKERS SATISFACTION  
LIGHT UP AND PUFF AWAY IN A NO SMOKING AREA

LOOTERS  
SMASH STORE WINDOWS  
ALL YOU CAN CARRY

LANE  
AND HELP YOURSELF  
AWAY FOR \$5.00

## TELL 'EM OFF!

HERE'S YOUR CHANCE TO BACK-TALK THE PEOPLE WHO BUG YOU EVERY DAY

10 MINUTES  
OBSCENITIES ENCOURAGED  
50 CENTS

UNLOAD THAT URGE  
Belt the Boss!  
3 BELTS FOR 50¢

MUDDY SHOE CAROUSEL  
TRAMP AROUND OUR SNOW-WHITE RUG WITH FILTHY, MUD-CAKED, RENTED SHOES!  
CONVENTIONAL SHOES...60¢ COMBAT BOOTS...\$1.00

## Vandals CHINA SHOP

ALL YOU CAN DESTROY WITH A SLEDGE HAMMER IN 15 MINUTES \$1

## MA DEFACE A MASTERPIECE

YOUR CHOICE OF CRAYONS, PAINT OR SWITCHBLADE

PRICE SCALE  
REMBRANDT'S...75¢ PICASSOS...35¢  
VAN GOGHS...50¢ DON MARTINS... WE PAY YOU.

## PLAY BIG BULLY!

HIT SOMEBODY MUCH SMALLER THAN YOU  
ALL YOU CAN BEAT \$1

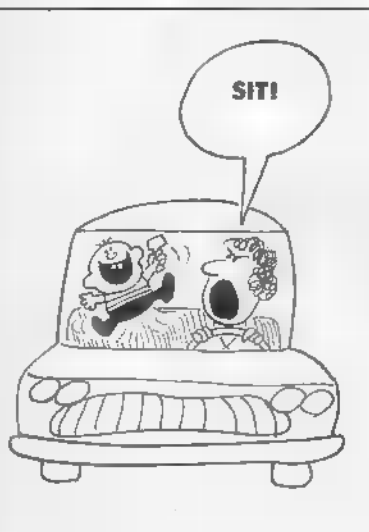
SOUVENIR CANES \$2  
HAVE FUN WITH THE PREMIER... WHEN THE SPECIAL SPRING-BUDGE GOES TO WORK... GUARANTEED TO BREAK THE OLD BOY UP!

STINK BOMBS \$5¢

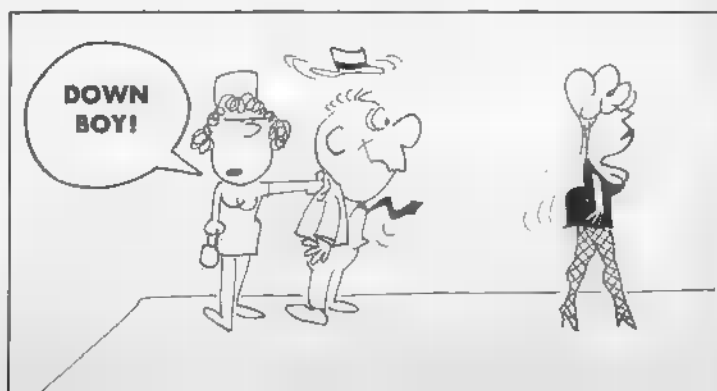
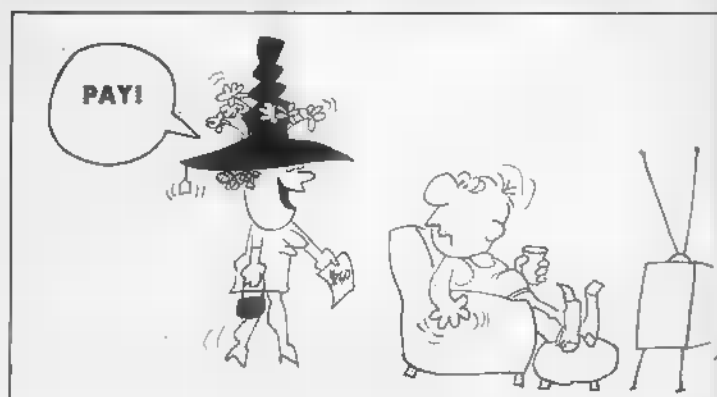
# A MAD LOOK AT... OBEDIENCE TRA

Since an unruly dog can be a pest, and a well-trained dog can be a wonderful companion, the "Obedience School For Dogs" has become very popular lately. However, the same can be said for kids! Since an unruly child can be a pest, and a well-trained child can be a joy...

## WHY NOT "OBEDIENCE SCHO



## AND WHY NOT "OBEDIENCE SCHOOLS FOR HUSBANDS"?





# TRAINING

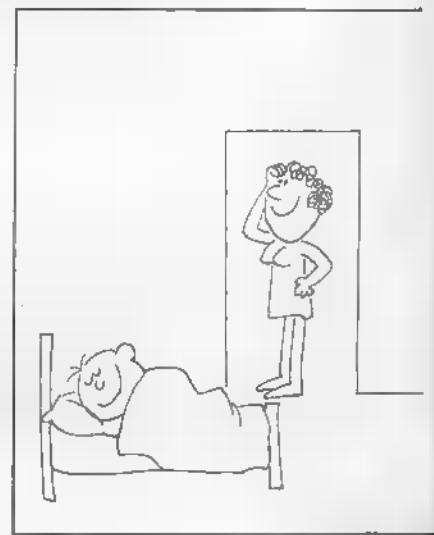


ARTIST & WRITER: DEAN NORMAN

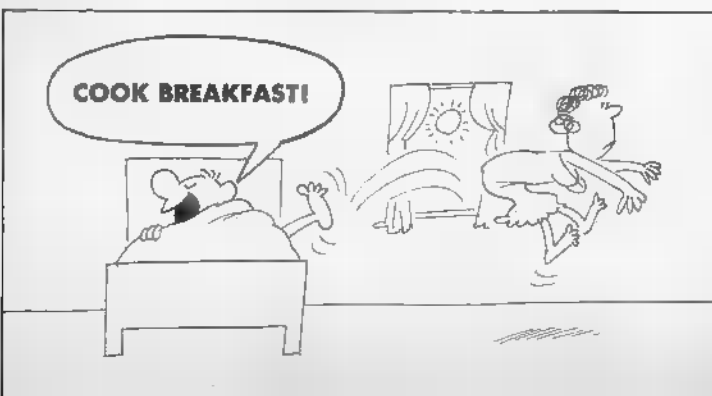
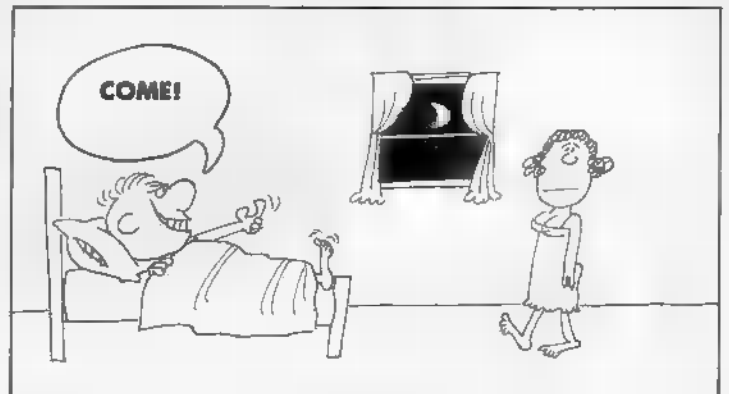


## TOOLS FOR KIDS"?

Wouldn't it be great if we could train kids to obey a few simple commands, such as . . .



## AND WHY NOT "OBEDIENCE SCHOOLS FOR WIVES"?!



DEAN

19

## PARADE UNREST DEPT.

Today everybody seems to be a militant or a protester or some kind of non-conformist. Student radicals, hard-hat construction workers, women's lib fanatics, homosexuals—you name it; they're making themselves heard. MAD, of course, is glad to see all this. Not only does it give these people something to do, it provides us with an excuse to present these

# MARCHING SONGS FOR CRUSADERS, MILITANTS AND ASSORTED, SUNDRY NON- CONFORMISTS



ARTIST: JACK DAVIS WRITER: FRANK JACOBS

## THE COLLEGE STUDENTS' HOMECOMING MARCH

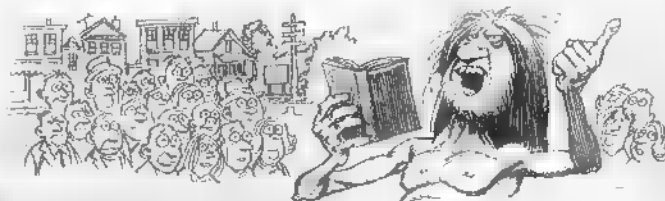
(Sung to the tune of  
"When Johnny Comes  
Marching Home")



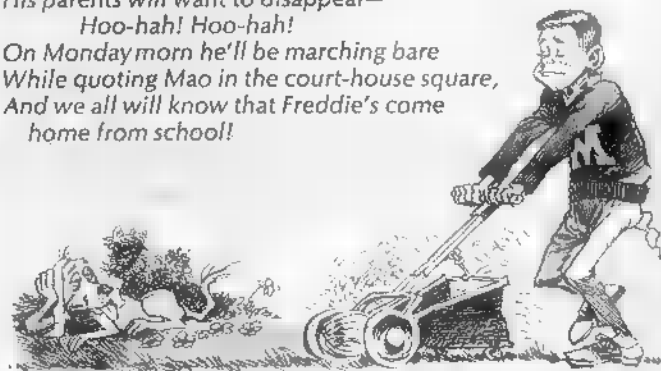
When Johnny comes home from school this year—  
Hoo-hah! Hoo-hah!  
The neighbors will know that he is here—  
Hoo-hah! Hoo-hah!  
The Vietcong flag from the roof he'll fly  
While screaming "Pig!" at each passer-by;  
How the block will stare when Johnny comes  
home from school!



When Susie comes home from school this year—  
Hoo-hah! Hoo-hah!  
She'll swing like a ten-foot chandelier—  
Hoo-hah! Hoo-hah!  
She'll offer grass to her ma and pa;  
She'll take the pill and she'll wear no bra;  
How the town will buzz when Susie comes home  
from school!



When Freddie comes home from school this year—  
Hoo-hah! Hoo-hah!  
His parents will want to disappear—  
Hoo-hah! Hoo-hah!  
On Monday morn he'll be marching bare  
While quoting Mao in the court-house square,  
And we all will know that Freddie's come  
home from school!



When Marvin comes home from school this year—  
Hoo-hah! Hoo-hah!  
We won't have a single thing to fear—  
Hoo-hah! Hoo-hah!  
He'll wear a crew-cut and mow the grass;  
He'll go to church and act middle-class;  
What an awful bore when Marvin comes  
home from school!

## THE HYMN OF THE HARD HATS

(Sung to the tune of  
"Off We Go, Into The  
Wild Blue Yonder!")

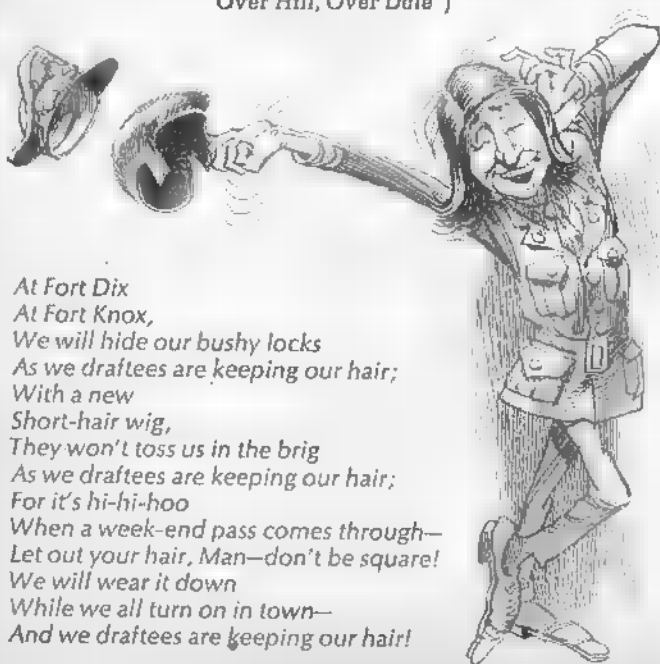


Off we go—  
In the peace group yonder,  
Looking for . . . yippies to chase!  
There's a creep—  
Tearing our flag asunder!  
At him, boys! Step on his face!  
C-c-c-crunch!

Raise the flag—  
Over this land of freedom!  
We'll preserve . . . Liberty's way  
Those filthy Reds  
We'll break their heads  
Yeah  
Nothing can stop the Hard Hats today!

## THE LONG-HAIR DRAFTEES' PEP SONG

(Sung to the tune of  
"Over Hill, Over Dale")



At Fort Dix  
At Fort Knox,  
We will hide our bushy locks  
As we draftees are keeping our hair;  
With a new  
Short-hair wig,  
They won't toss us in the brig  
As we draftees are keeping our hair;  
For it's hi-hi-hoo  
When a week-end pass comes through—  
Let out your hair, Man—don't be square!  
We will wear it down  
While we all turn on in town—  
And we draftees are keeping our hair!

## THE REVOLUTIONARY LEADERS' ROUSER

(Sung to the tune of  
"Over There")



Get your share!  
Get your share!  
Write for "Look;"  
Sell a book;  
Get your share!  
If your words are smutty,  
And you look nutty,  
You soon will be a millionaire!

Make 'em stare!  
Show your flair!  
Be absurd;  
Say "that word"  
On the air!  
That's the style, man;  
Get crude and vile, man;  
You'll be (bleeping) rich  
and you'll really  
get your share!

## THE HAWKS' PEP SONG

(Sung to the tune of  
"Bless 'em All")

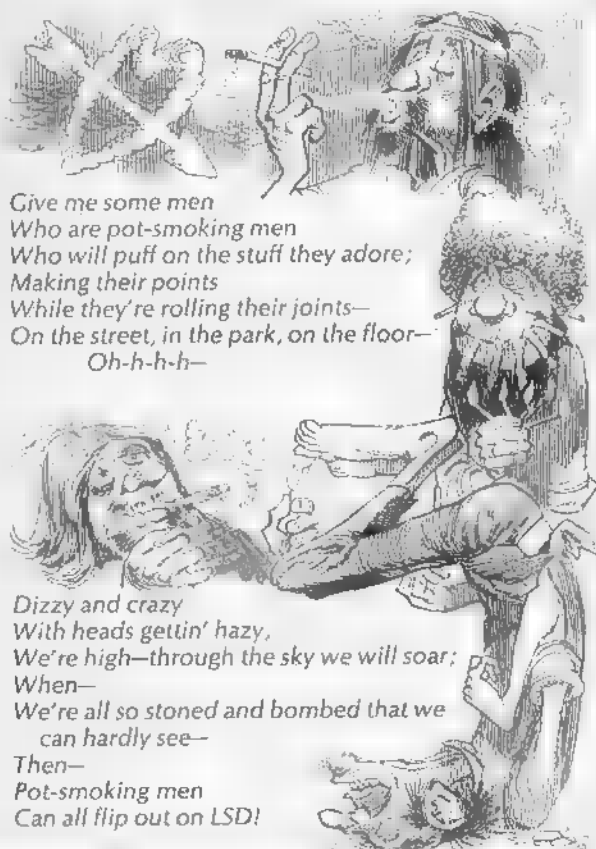


Bomb Hanoi!  
Bomb Hanoi!  
When their troops are too tough to destroy—  
A plane-load of bombs from a B-52  
Will blast out the rats and the war will be through;  
Should you find that the Doves you annoy,  
Don't let their complaints mar your joy—  
To hell with the soreheads—  
Use nu-cle-ar warheads  
And blow up the world with Hanoi!



## THE POT-SMOKERS' FIGHT SONG

(Sung to the tune of "Stouthearted Men")

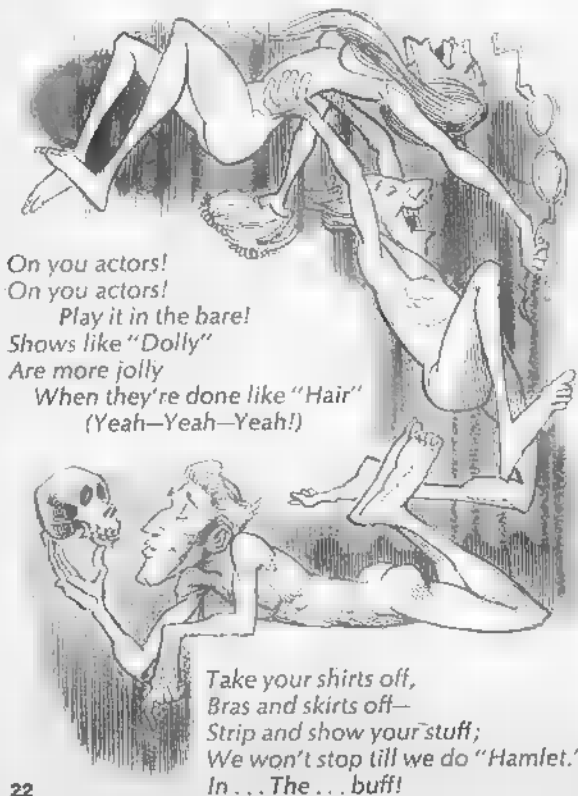


Give me some men  
Who are pot-smoking men  
Who will puff on the stuff they adore;  
Making their points  
While they're rolling their joints—  
On the street, in the park, on the floor—  
Oh-h-h-h—

Dizzy and crazy  
With heads gettin' hazy,  
We're high—through the sky we will soar;  
When—  
We're all so stoned and bombed that we  
can hardly see—  
Then—  
Pot-smoking men  
Can all flip out on LSD!

## THE NUDITY-ON-BROADWAY ANTHEM

(Sung to the tune of "On Wisconsin!")



On you actors!  
On you actors!  
Play it in the bare!  
Shows like "Dolly"  
Are more jolly  
When they're done like "Hair"  
(Yeah—Yeah—Yeah!)

Take your shirts off,  
Bras and skirts off—  
Strip and show your stuff;  
We won't stop till we do "Hamlet."  
In ... The ... buff!

## THE COLLEGE RIOTER'S CHANT

(Sung to the tune of "From the Halls of Montezuma")



From the School of Arts and Sci-en-ces  
To the classrooms by the mall;  
We will bomb and burn and des-e-crate  
Till our mob's destroyed them all;  
We're not Weathermen or rad-i-cals;  
We have never screamed or yelled;  
This is just our way of making sure  
That exams will not be held!

## THE WOMEN'S LIB ANTHEM

(Sung to the tune of "The Battle Hymn of the Republic")



Our eyes have seen the glory of the mighty Women's Lib,  
When we're free from changing diapers for a baby in a crib;  
When we're not enslaved by husbands to a bottle or a bib;  
Our cause is marching on!

(Chorus)

Glory, Glory Hallelujah!  
Fight so men will not subdue ya!  
If they bitch, then let 'em sue ya!  
Our cause is marching on!

We will crash the clubs for men where women aren't allowed to tread;  
We'll go to work as stevedores or lumberjacks instead;  
We will fight the Cosa Nostra till the Mob is made co-ed;  
Our cause is marching on!

(Repeat Chorus)

We will shout for Hai Karate when our body sweats and smells;  
We will wear the jockey shorts that ev-ry haberdasher sells;  
We will work as the attendants in the men's rooms in hotels;  
Our cause is marching on!

(Repeat Chorus)

We will force the Green Bay Packers to allow us on the squad;  
We'll elect a woman President, and if you think that's odd...  
When we die and go to heaven, we'll elect a woman GOD;  
Our cause is marching on!

(Repeat Chorus)



MAJOR HAWKS

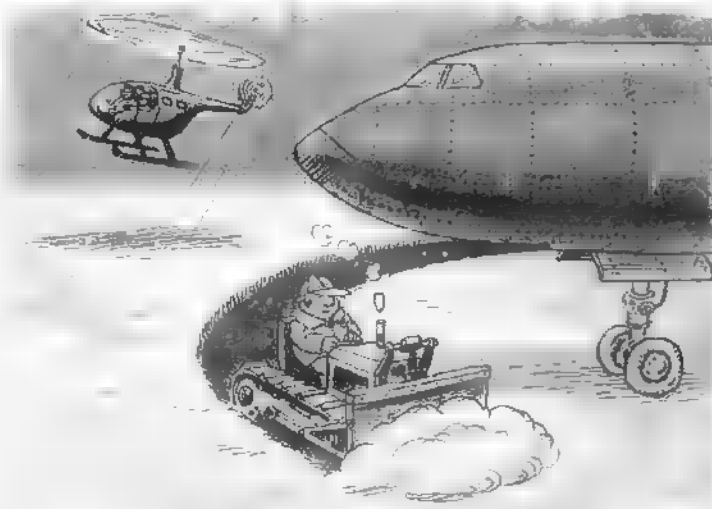
# HAWKS & DOVES



ARTIST & WRITER: AL JAFFEE



PRIVATE DOVES



Okay, gang, here we go again with another visit behind the scenes of an American institution

# A MAD PEEK BEHIND



I counted 299 of our 300 shopping carts out here in the parking lot!

Gee ... I'm sorry!

Well ... ?! What do you intend to do about it?

Get the OTHER one out here right away!

How's business ... ?

Great! I sell tons of candy to people going into the movies!

Really? How come ... ?

When they see the outrageous prices inside the theater, they think they're getting a bargain when I only charge TWICE what the candy is worth!

But doesn't the owner of the theater object?

Of course not! I'm also the owner of the theater!

Where should I put this bag?

What's in it? Milk, frozen fish and ice cream!

How many times do I gotta tell you, Dummy?! Perishables always go in the HOT TRUNK!!

You're fortunate that you can leave your dog in the car! He must be housebroken!

Yeah ... but he's not CARBROKEN!! Er—don't you care how your car looks?

Why should I? This isn't my car!

Isn't that nice, giving free ice cream to the kids who have to wait in hot cars!

It's great for business!

As a goodwill gesture for your ice cream shop?

What ice cream shop? I sell auto seat covers!!

How's this, Mr. Fopp?

You're doing a splendid job, son! Now it's mathematically impossible for anyone to open his car door without hitting the car next to him!

How come that kid is banging on your machine?

Because he put a nickel in it, and nothing came out!

Isn't that a cheat?

Why? Just look at all that healthy exercise he's getting for only five cents!

That's a "fun idea"—naming sandwiches after celebrities! I got a "Cary Grant"! What did you get?

I dunno! I asked for a "Barbra Streisand"—but I think I got an "Adolph Hitler"!

Notice any difference in your wife since she started coming here?

Yeah! Before, her skin was flabby, her muscles sagged, and she looked like an old cow!

And now ... ?



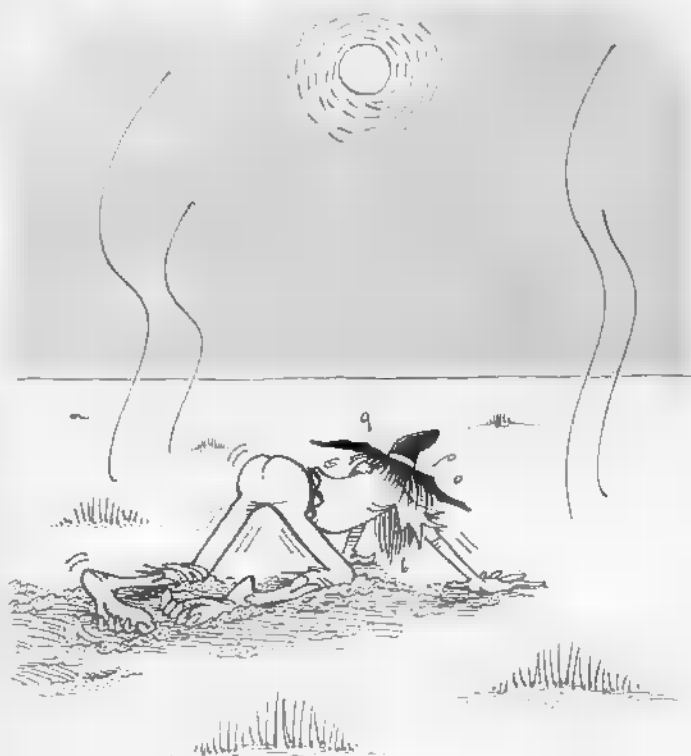
to discover what new and inventive ways we the people are being shafted. Won't you join us for

# THE SCENES AT A SHOPPING CENTER

ARTIST: BOB CLARKE WRITER: STAN HART



# ONE HOT DAY ON THE DESERT



# A MAD LOOK AT *Tropical Fish*

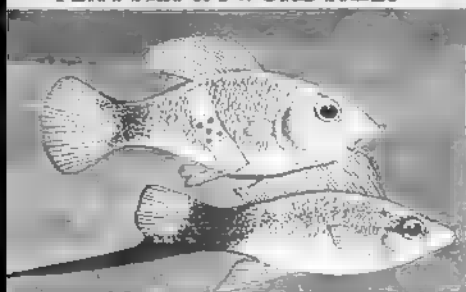
**Fish Haven**  
one. Daddy! Sorry, but these





# POPULAR VARIETIE

## PLATTIES & SWORDTAILS



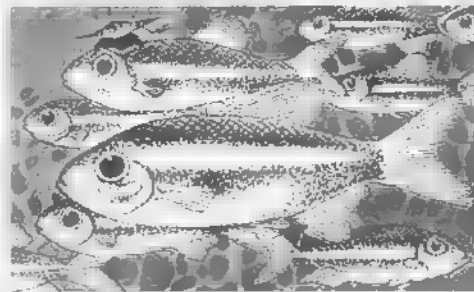
There are many varieties of Platties and Swordtails. They are live-bearers rather than egg-bearers. Approximately once a month, each female will give birth to from 25 to 200 young, right before your very eyes in a matter of minutes . . . then *eat them* right before your very eyes in a matter of seconds.

## NEON TETRAS



The Neon Tetra is a colorful little fish which usually costs less than a dollar. However, it is also a timid little fish, and one Neon Tetra will completely disappear in your tank, hiding behind plants or rocks. Neon Tetras are happiest, and are best displayed in schools of 200 or more.

## CARDINAL TETRAS



The Cardinal is a larger version of the Neon, and is perfect for people with poor eyesight. Cardinals are also school fish, and mix well with Neons, providing the Neons outnumber them 4 to 1. A nice display is 100 Cardinals and 400 Neons, especially for the guy who owns the fish store.

## DISCUS



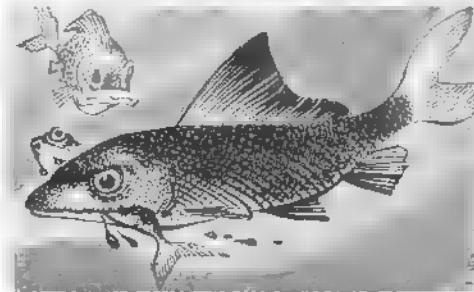
The Discus is a large round sluggish brown fish which looks exactly like a discus. Since it hardly ever moves in the tank and is extremely expensive, many people have saved themselves a lot of money by going to a sporting goods store, buying an actual discus, and suspending it in their aquariums.

## KISSING GOURAMIS



The Kissing Gourami is an attractive pink fish that derives its name from the fact that it spends all night and all day kissing and turning on any other Kissing Gourami around. A pair is a worthwhile purchase, as they are peaceful, colorful, decorative, and who knows, you might learn something.

## RED TAILED SHARKS



The Red Tailed Shark is an attractive fish with a brilliant red tail which actually does resemble a vicious shark. However, this marvelous little fish is extremely docile, except when provoked. Then, it behaves like a vicious shark, killing other fish. Unfortunately, it is provoked by someone looking at it.

# A TYPICAL SET-UP



### TANK

Tanks come in many sizes. A good starter size is 10 gals. A tank is necessary because otherwise the fish, water and other junk will end up on the floor....\$18.00

### FISH

100 Neons (described earlier)	.....\$100.00
25 Cardinals (described earlier)	.....25.00
4 Angels (described earlier)	.....8.00
6 Swordtails (described earlier)	.....6.00
2 Mollies (not worth describing)	.....4.00
1 Catfish (described ecchier)	.....12.00

### PLANTS

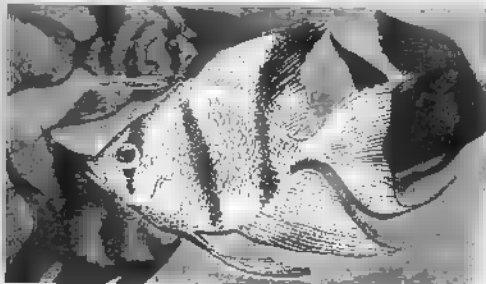
Although many live varieties of plants are available, most fish fanciers prefer plastic ones. They turn brown and rot just like the real live ones, only it takes longer.....\$50.00

### DEEP SEA DIVER

A cheap, plastic deep sea diver that stands on the bottom of the tank and looks exactly like a cheap plastic deep sea diver.....\$8.00

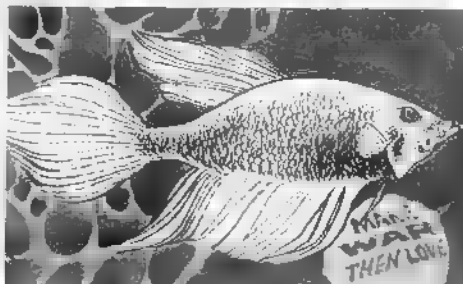
# S OF TROPICAL FISH

ANGEL FISH



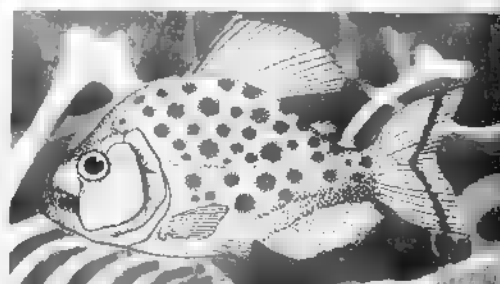
The Angel Fish is a very graceful and beautiful fish to watch, and an asset to any tank. However, despite popular belief, it is *not* called an Angel Fish because it resembles an *angel*. It is called an Angel Fish because it almost always dies within an hour after you get it home, and it *becomes* an angel.

SIAMESE FIGHTING FISH



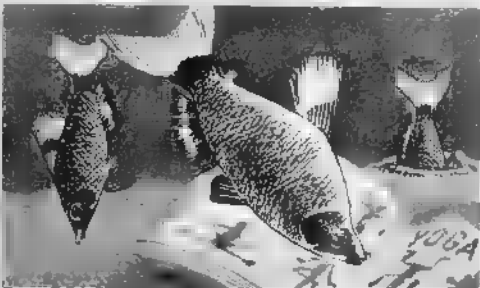
The Siamese Fighting Fish is a rather dull-colored fish until it is put in a tank with another Siamese Fighting Fish. Then, it will display a myriad of fantastic colors. Unfortunately, two Siamese Fighting Fish will rip each other to pieces, so you'll have to look at the fantastic colors fast.

PIRANHA



The Piranha is a spectacular aquarium fish which only costs around \$75.00. Besides eating up your life's savings, it will also chew up everything that comes into your tank, including other fish, your hand, your arm, your kid's arm, your neighbor's kid—etc. And then it'll chew up your tank!

HEADSTANDERS



An unusual fish, the Headstander gets its name from the fact that it stands on its head in the tank. Since it is very expensive, it is not recommended for beginners. Besides, all the fish in a beginner's tank will be standing on their heads eventually, which is what fish do—just before they croak.

CATFISH



Catfish, although fantastically ugly, are a "must" for your tank, as they eat up all the decayed food and messy dirty ecchy waste left by your other fish. Unfortunately, no one has yet come up with a fish that's willing to eat up all the decayed food and messy dirty ecchy waste left by the Catfish.

DOLPHIN



The Dolphin is a fascinating creature and a marvelous aquarium pet. It can play ball with you, leap up and grab food out of your hand, and may even try to communicate with you verbally. It is an ideal addition to any tank, providing the tank is as big as the ones at "Marineland of the Pacific".

## FOR THE BEGINNER

**FILTER**

Takes dirty slimy water from tank, filters it through charcoal, and releases dirty, slimy, charcoal-colored water back into tank....\$17.00

**AIR PUMP**

The pump has 3 functions: It pumps air into tank, it operates filters and other gadgets, and it gives you a headache because it sounds like a jackhammer.....\$29.50

**AIR HOSES**

Air hoses have 2 functions. They carry air from your pump to your equipment, and they are used to hang yourself when you realize that you've just wasted \$301.25 on this utterly ridiculous hobby.

**CLAM SHELL**

A clever device which emits a pretty bubble when it opens... and decapitates your most expensive fish when it closes.....\$11.00

**CASTLE**

A porcelain castle that contains openings for the fish to swim in and out, except that they usually just swim in... and stay there forever.....\$9.00

**AIR STONE**

Releases air bubbles into tank, creating pretty effect for a week, after which it rots and crumbles the bottom.....\$3.75

# FISH AILMENTS AND THEIR REMEDIES

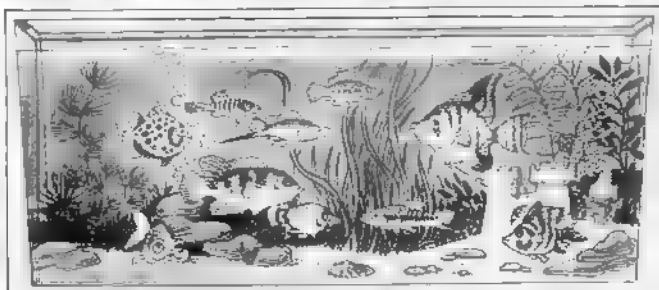
There are many varieties of Tropical Fish ailments—almost as many as there are varieties of Tropical Fish—and there is a different remedy or medicine available for each. The

Tropical Fish fancier should keep a good supply of these remedies on hand at all time for emergencies, which—in the average tank—happens about once every seven minutes.

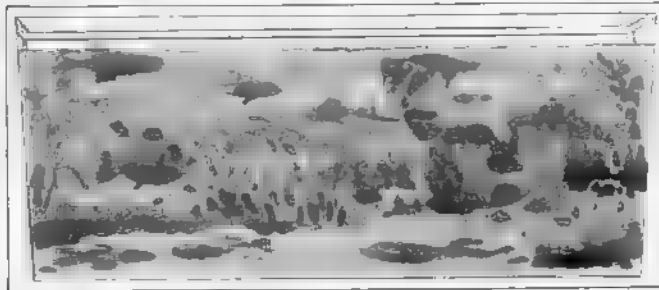
HERE ARE SOME EXAMPLES OF THE MANY TROPICAL FISH REMEDIES AVAILABLE



## HOW TO TELL WHEN THERE IS TROUBLE IN THE TANK



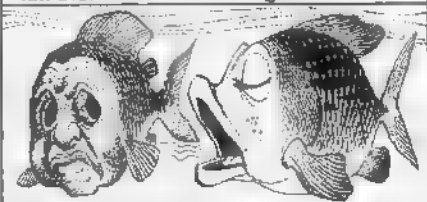
The tank above is charming and attractive. Note that the water is clear, the plants are green and thriving, and the fish are active and colorful. Obviously, there is nothing wrong in this tank. Obviously, this is a healthy tank. And obviously, this tank is still in the Tropical Fish Store!



The tank above is cloudy, dirty and ecchy. It could mean trouble like: overfeeding, not enough plants, too many fish, not enough air, etc. Actually, it is none of these things. This is a perfectly normal tank. Let's face it—  
■ fish tanks look like this after a few weeks at home.

## SOME FISH DISEASES AND WHAT TO DO FOR THEM

### FISH DISEASE: "Mouth Fungus"



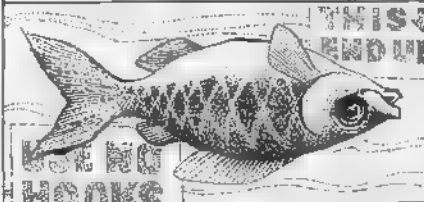
#### HOW TO SPOT IT:

Fish has bad breath.

#### WHAT TO DO FOR IT:

Avoid kissing it for a few weeks.

### FISH DISEASE: "Swim Bladder Infection"



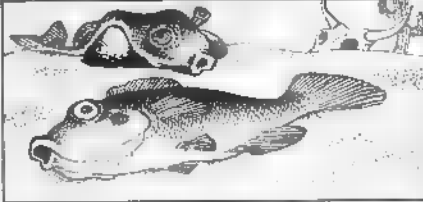
#### HOW TO SPOT IT:

Fish swim upside down.

#### WHAT TO DO FOR IT:

Turn your tank upside down.

### FISH DISEASE: "Extreme Dehydration"



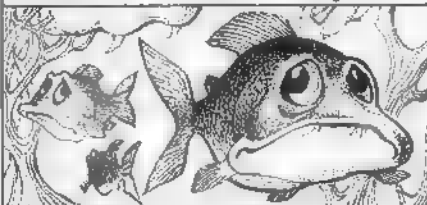
#### HOW TO SPOT IT:

Fish lie flat on bottom of tank.

#### WHAT TO DO FOR IT:

Water has evaporated. Turn up tank again.

### FISH DISEASE: "Shake and Shimmy"



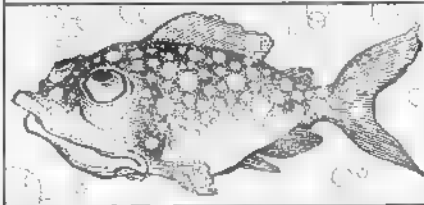
#### HOW TO SPOT IT:

Fish are nervous and dart about.

#### WHAT TO DO FOR IT:

Remove neighbor's cat from tank.

### FISH DISEASE: "Ich" or "Dandruff"



#### HOW TO SPOT IT:

Fish is covered with white spots.

#### WHAT TO DO FOR IT:

Stop leaning over tank when feeding.

### FISH DISEASE: "Fin and Tail Rot"



#### HOW TO SPOT IT:

Fish seems to be rotting away.

#### WHAT TO DO FOR IT:

Remove fish and bury it. It's dead.



# FUN THINGS TO DO WITH TROPICAL FISH

Tropical Fish, we are told, are lots of fun, and there are many exciting things you can do with these little

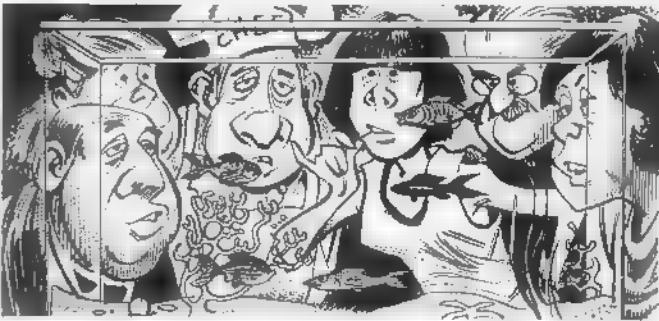
pets once you've acquired a tank and set-up. Here are just a few of the many exciting fun things you can do:



You can sit and watch them as they swim back and forth.



You can invite your girl over, cook her dinner, and sit around and watch them fish as they swim back and forth.



You can invite your girl's parents over to join you and your parents for a barbecue, and afterwards, you can all sit and watch them dumb fish as they swim back and forth.



You can throw a wild teenage party for 100 kids, with hot dogs, hamburgers and cokes, and you can all sit around and watch them dumb, stupid fish as they swim back and forth.

## SIX WAYS IN WHICH A TROPICAL FISH TANK CAN MAKE YOUR PARTY A RESOUNDING SUCCESS

You can fall into it.



Someone else can fall into it.



You can push someone into it.



You can carry it and drop it.



You can try wearing it like a hat.



You can all get stoned and drink it.



QUEASY DOES IT DEPT.

# You Never Really

YOU NEVER REALLY GET USED TO ...



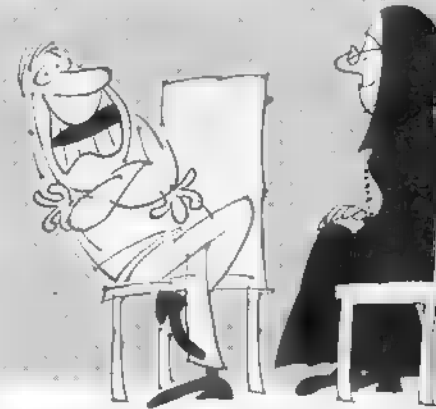
... the scrunchie sound that big black bugs make when you step on them!

YOU NEVER REALLY GET USED TO ...



... discovering that first tiny scratch on your brand new car!

YOU NEVER REALLY GET USED TO ...



... trying to carry on a casual conversation with a nun!

YOU NEVER REALLY GET USED TO ...



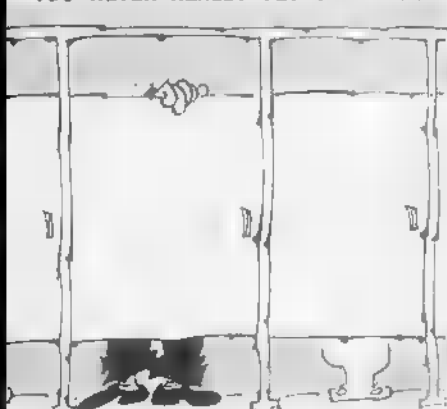
... the chalk breaking and your fingernails scraping across the blackboard!

YOU NEVER REALLY GET USED TO ...



... the fact that foreigners can't be made to understand English better if you yell at them!

YOU NEVER REALLY GET USED TO ...



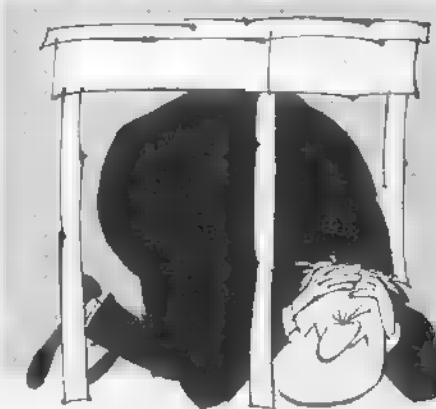
... public rest room booths that cannot be locked from the inside!

YOU NEVER REALLY GET USED TO ...



... waiting for the doctor to tell you how your medical tests and x-rays came out!

YOU NEVER REALLY GET USED TO ...

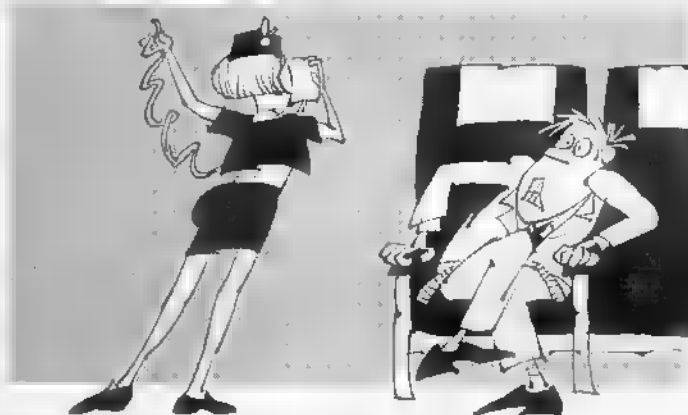


... the regular weekly test of your neighborhood air raid siren!

# GET USED TO...

ARTIST: ·  
PAUL COKER, JR.  
WRITER:  
TOM KOCH

YOU NEVER REALLY GET USED TO ...



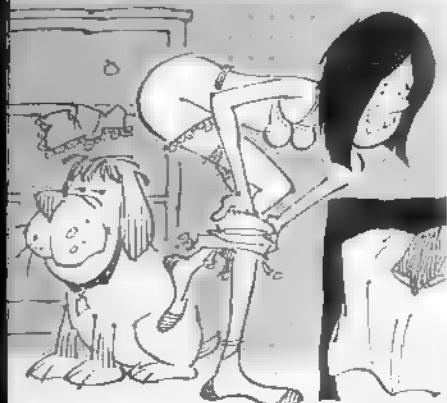
... watching an airline stewardess demonstrate how to use the emergency oxygen equipment!

YOU NEVER REALLY GET USED TO ...



... seeing a police car in the rear-view mirror, even when you know you aren't doing anything wrong!

YOU NEVER REALLY GET USED TO ...



... having a dog watch you get undressed!

YOU NEVER REALLY GET USED TO ...



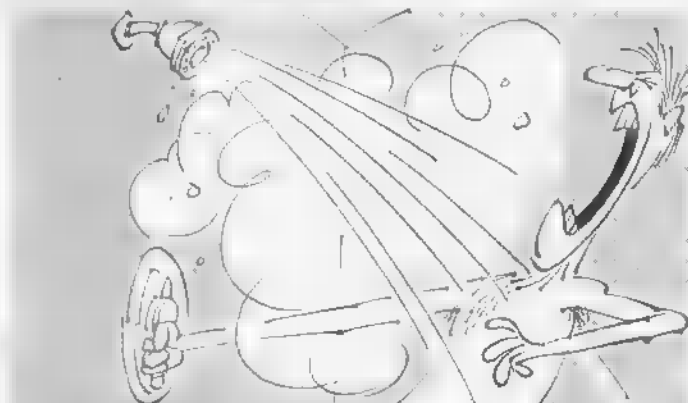
... being informed that "the Dentist is ready for you, now!"

YOU NEVER REALLY GET USED TO ...



... throwing away junk mail that says you *may* have already won \$100,000!

YOU NEVER REALLY GET USED TO ...



... those new plumbing fixtures that control the water temperature with just one faucet!

YOU NEVER REALLY GET USED TO ...



... having your radio-alarm go off while an Ethel Merman record is playing!



# THE LIGHTER SIDE OF...

# CLUBS ORGA

Every time I turn around, you're President of this or Chairman of that! What is this drive of yours to always be a "Leader"?

■ satisfies certain "needs" in me! It satisfies the need in me to be useful, to be generous, to be benevolent, to be creative and keep busy!

It also satisfies the need in me to GIVE! To give love, to give kindness, to give guidance!

That's all very commendable! But haven't you forgotten your most satisfying need of all ...?

**POWER!**



It's great, getting together at Alumni meetings and talking about our fun college days! Boy, we were really something!

The kids today—what do THEY do? **PROTEST!**

Remember the goldfish we used to swallow?!

Remember how many guys we'd squeeze into a telephone booth?! Boy, we were really something!

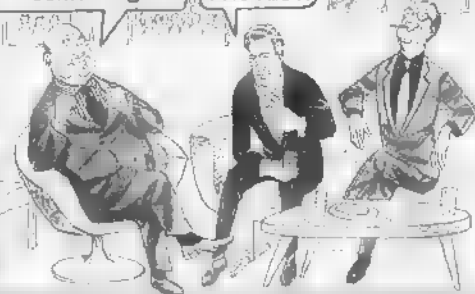
The kids today—what do THEY do? **RIOT!!**

Yes—and they bomb and burn places, and use narcotics and hard drugs!

Remember the panty raids we used to pull?! Boy, we were really something!

You're right! We WERE really something!

**WE WERE A BUNCH OF SISSIES!**



No kidding, son! You really ought to join a Boy Scout troop! You'll have a ball!

Who needs it!

They'll teach you how to survive in the wilderness with only an axe!

Big deal!

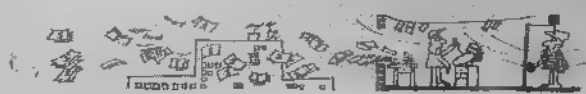
They'll teach you map-reading and rope-tying and fire-making and outdoor cooking!

I'll join when they teach me how to survive in this Concrete Jungle on an allowance of only fifty-cents a week!



# AND NIZATIONS

ARTIST & WRITER:  
DAVE BERG



Why did you blackball this application?

We exclude certain ethnic groups! It's a matter of inferiority!

Oh, come off it, you phony snobs! None of you can measure up to them! If it's money, they've more than you! If it's education or position, you're not even in the running! If it's ancestry, their culture goes back further, and they've produced more great men!

So don't give me that "Inferior" bit!

Why not?! This is a very exclusive club, and we intend keeping it that way!

We don't want anybody in it that we feel inferior TO!!



We're the only ones here! The meeting doesn't start for another hour! Why did you bring me so early?

Because I'm the Chairman!

You're the WHAT?! A nothing like you — the CHAIRMAN?!?

That's what I AM!!

I have to come early every meeting ... and put out all the chairs!



I had a very tough time filling out this college application ... especially the question about what School Clubs I belonged to!

I can imagine! You never belonged to any!

True! But they'll never check up! That's why I invented a bunch to make me look patriotic and civic-minded!

Hey! Under "Patriotic", you wrote "Flag Wavers Society"! Wow, is that a lie!

It's not a lie! Remember that Anti-War Protest Rally we had!? Wasn't I waving a flag!?

That's right! You were!

Only it was a VIETCONG FLAG!!



How was your trip?

You'll never believe what I saw!

I can well imagine! London, Paris, Rome, Athens!

Actually it was in a little out-of-the-way Italian town called Grassino! It was the most exciting thing that happened to me on the whole trip!

Right smack dab in the middle of that little town's plaza!

You mean, a statue by Michelangelo? A fountain by Bernini?

Much better than that! A fellow-American ... wearing a Knights of Pithias pin like mine!!

Daddy, what does "Nouveau Riche" mean?

It's a French idiom, and it means "Newly Rich"! Why do you ask?

Brad's father said that when you joined the most expensive Country Club in town, it was typical of the status-seeking behavior of "Nouveau Riche"!

Oh, he did, did he?! Well, you tell Brad's father that after paying the Initiation Fee and the first year's dues to the most expensive Country Club in town ...

... we are now "Nouveau POOR"!!

Hi, there, Mrs. Large! What are the egomaniacs of the Dramatic Club performing this year?

I resent that! We are NOT egomaniacs!

Really? My impression of people who join amateur theatrical groups is: They do it solely to get their names on the program!

Well, you're wrong! We do it purely for "Art's Sake"! In fact, this year, we're doing "Hamlet"! It was MY IDEA!!

Speaking of programs, I just had the Printer make them up! Would you like an advance copy?

I certainly would!

"Hamlet"  
A Play By  
William Shakespeare

BASED ON  
AN IDEA BY  
MRS.  
LILA  
LARGE

You're new around here, huh? Well, let me tell you, this is a real active, vital club with a great President who is a thorough parliamentarian!

The meeting of the "Young Adults Civic and Social Club" will please come to order! We will dispense with the reading of the minutes of last meeting! Any old Civic business? No! Any new Civic business? No! Is there a motion to adjourn? Yes! Seconded? Yes! The meeting is adjourned! Now, let's get to the SOCIAL BUSINESS at hand!





This is a fine time and a fine way to come home!

But you know I was at my Wine-Tasters Club!

Bah!!

Don't put it down! I now know all about vintage years, and the difference between a 1962 Chateau Lafite Rothchild Bordeaux and a 1959 St. Emilion, and what wines to serve with steak, and what wines to serve with fish!

It's made me suave, and sophisticated, and a debonair connoisseur!

Boloney! It's made you a stinkin' wino!!

I think you Service Club women are marvelous, the way you give of your time to take care of the children of working mothers!

It's the least we can do!

But don't you have your own responsibilities? How do you manage to get away?

I had to hire a MAID to take care of MY child while I'm here!

That's very admirable of you, I must say! By the way, I see you're particularly attached to those three little girls!

Oh, I am! And with good reason!

They're my MAID'S CHILDREN!

Is it true that you joined the Democratic Club?!

Er... yeah, I joined it for business reasons!

You know how it is with a Political club! You get to meet a lot of people there! You make a lot of friends! It's good for my business! This is a Democratic town!

But—but you're a Republican at heart!

I know... and it's gotten me into plenty of red-hot political debates at the Club!

So tell me, how's business?

Not so good!

Mommy! Daddy! Lookit all this money!!

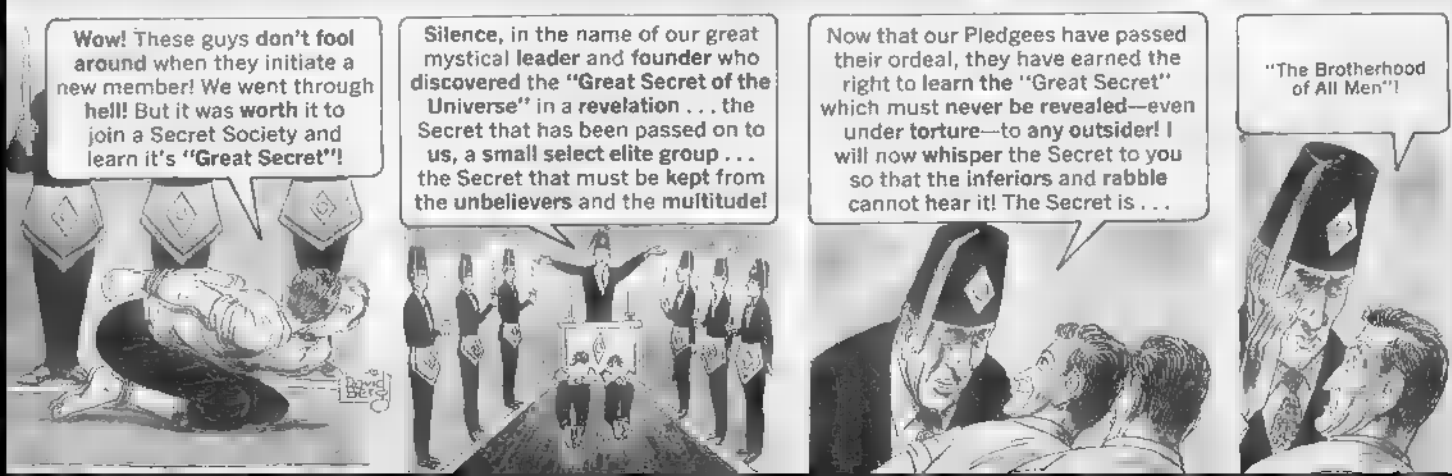
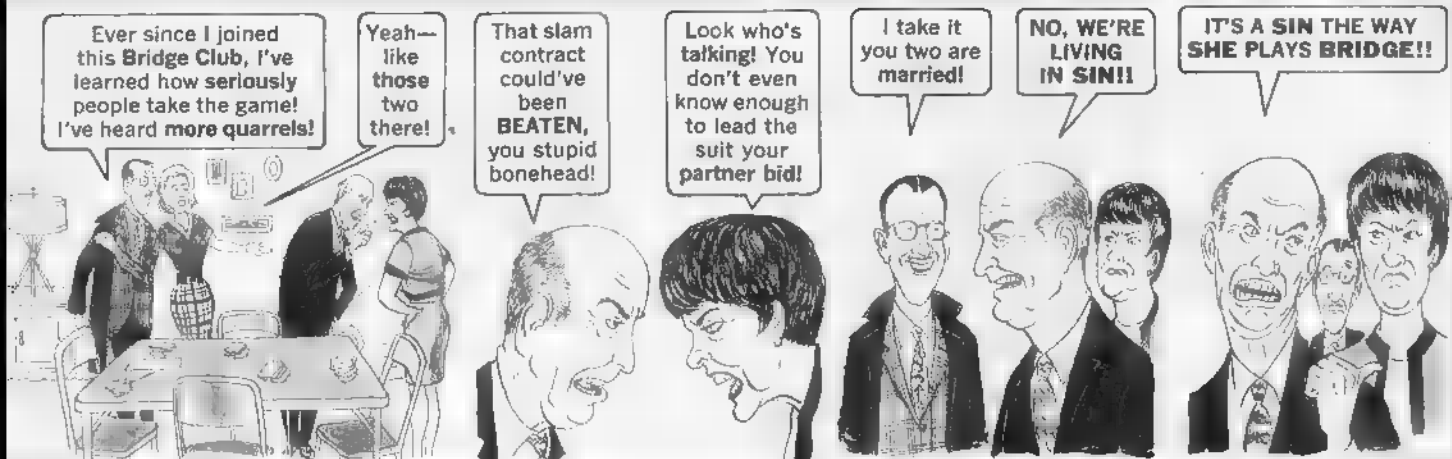
My goodness Where did you get it?

The kids made a clubhouse out of Debbie's garage, an' they elected me Treasurer, an' I had to collect 25¢ dues from each kid, an' I have to do it every week! Isn't that great?!

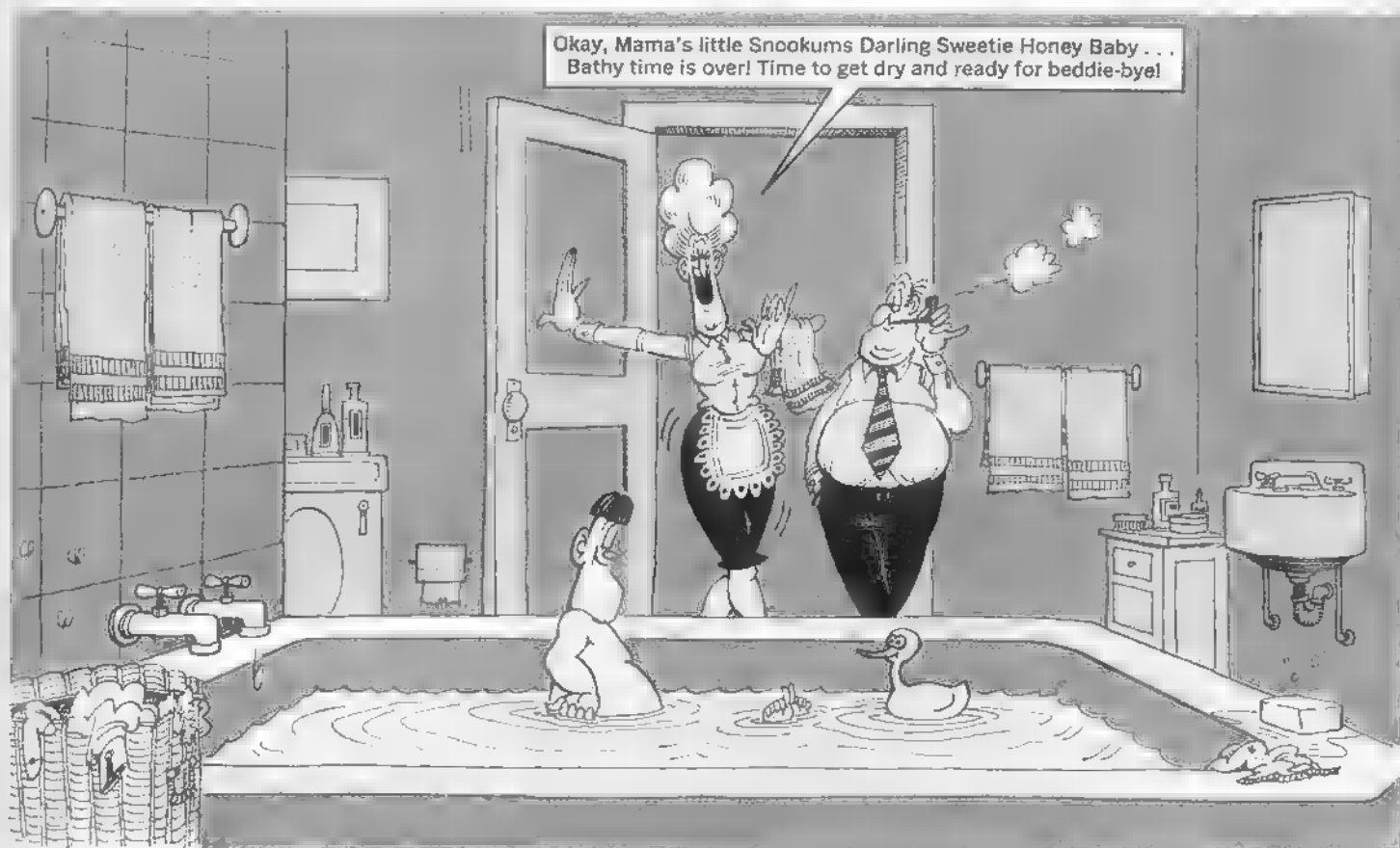
That's a big responsibility, being Treasurer! You'll have to keep a record of who paid their dues and who didn't! And every time the club wants to buy something, you'll have to keep a record of it and pay for it from the dues treasury! And—

What?!?

You mean, I don't get to keep the money?!?



# ONE EVENING IN A BATHTUB





SLEEPER PLAY DEPT.

# The Psycholo

THE NORMAL PERSON

Z



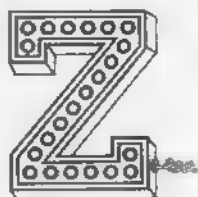
THE PATRIOT



THE EXTROVERT



THE EGOTIST



*The Escapist*

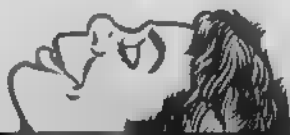


*The Neurotic*



*The Psychotic*

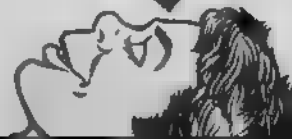
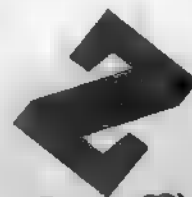
Y



THE SADIST



THE MASOCHIST





# gy Of Snoring

WRITER: FRANK JACOBS

THE INTROVERT

Z



the mystic



7

The Inferiority Complex



The Non-Conformist

S



The Amnesiac

Z

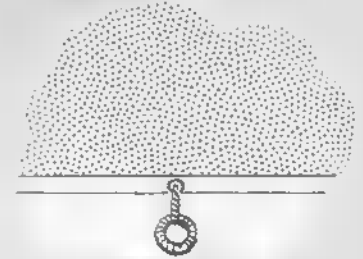


The Persecution Complex

X E W O J  
T A K Y S  
R O I G D  
F I H V N  
M U L B P



THE INHIBITED



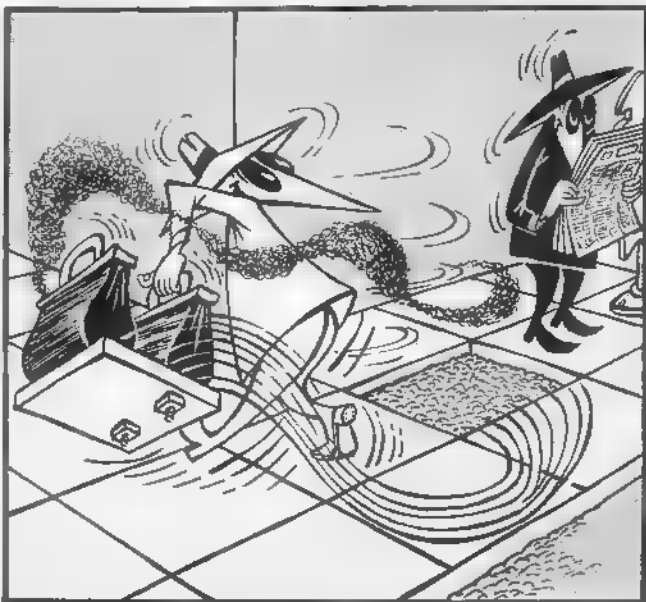
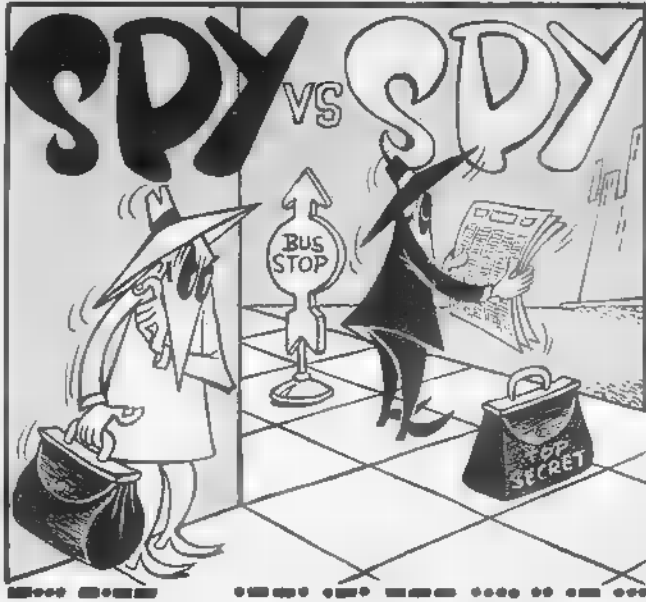
THE ALCOHOLIC

Z

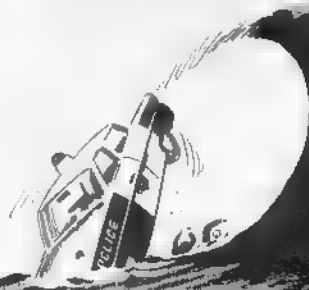


The Insomniac





Everybody dreams of escaping to a tropical island—like Hawaii, for instance—and living the life of sun and sand and sea . . . but for most people, it remains just that—a dream. Except for a group of 50 or so fortunate producers, directors, actors, writers and technicians who have managed to tie up with a weekly TV series that takes place there. For these fifty-some-odd people (and some are very odd), it is a fantastic deal. If you don't believe us, why not ask them? Hop a plane to Honolulu, walk up to them, and say:



# How-Are-Ya Five - 0?

So you see, McGarrish, the Sacred Holilokee Gold Cup is **perfectly** safe here! If anyone comes within two feet of it, a sonar device will cause bells to ring, whistles to blow, and sirens to scream!

And when that happens, my men will be here within three minutes—to give you a summons for disturbing the peace!

Seriously, McGarrish—this sonar theft alarm system is one of the finest ever conceived!

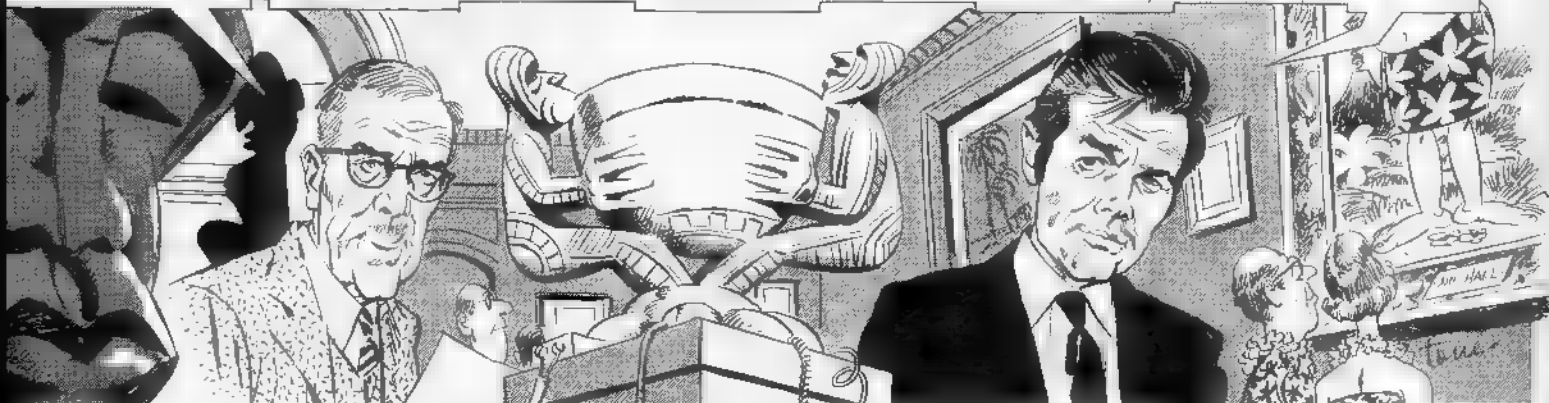
I wouldn't be so confident, Mr. Asmus! Remember, "It's the complacent dog that is outwitted by the sly fox!"

Say! That's very good! Did you learn that at the Hawaii Police Academy?

No, the Hawaii Typing School! But I repeat—I don't like to see that cup so out in the open! Things have a way of disappearing!

But surely, with all your electronic tracking equipment, you could apprehend any thief!

Mr. Asmus, we don't have our electronic tracking equipment any more! Somebody swiped ■



ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

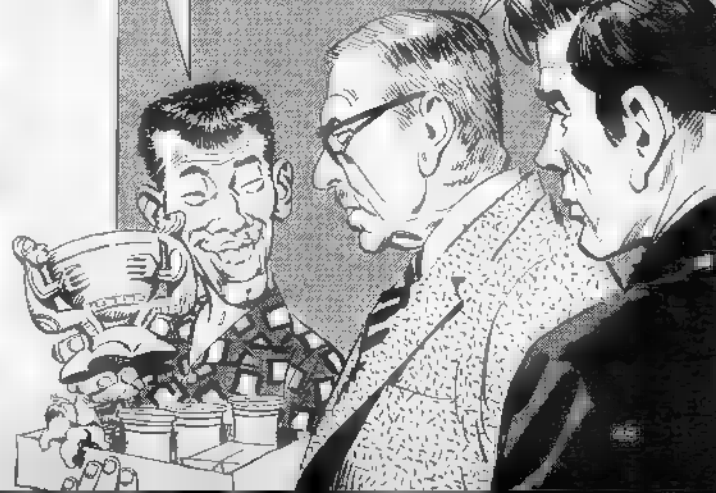
Why don't we go into my office, McGarrish! I'll send out for some pineapple juice and doughnuts!

**PINEAPPLE** juice?! Isn't it usual to have **COFFEE** and doughnuts?!

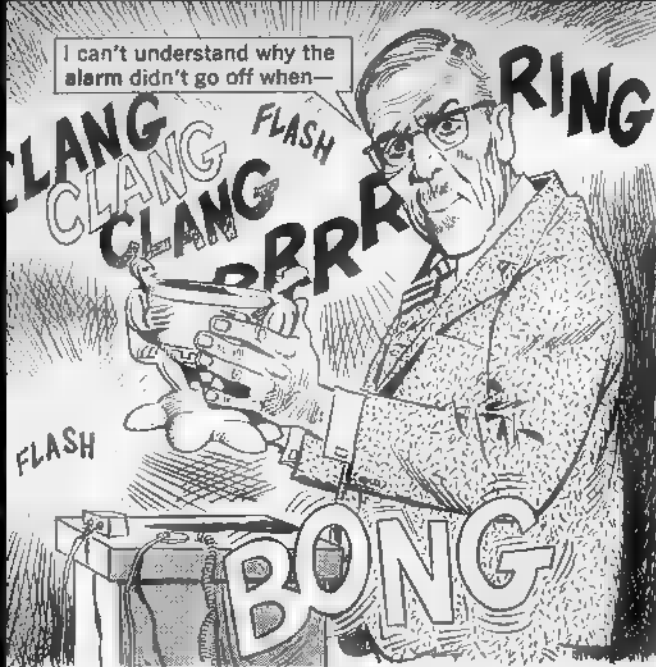
Yes—but this series takes place in Hawaii—remember? We have to make as many references to the islands as possible! Otherwise, people might think they're watching "Dragnet"!

Here's your order, sir! One pineapple juice, regular . . . one pineapple juice with cream and sugar . . . and an extra pineapple juice, black! And look at this neat gold cup I picked up outside!

It's the Sacred Holilokee Cup!! Give me that!!







I can't understand why the alarm didn't go off when—

Five-O, here!

I arrest you for trying to steal the Sacred Holiilokee Cup!

Me?! I didn't steal the cup!!

Tell it to the Judge! Your fingerprints are all over it!

I was putting it back... not taking it away! You're my witness!

Don't drag MY name into this!



Seriously, McGarrish! I don't know how that delivery boy was able to pick up the cup without setting off the alarm! The chances of something disappearing from this museum are one in a million!

Mr. Asmus!! The King Fong Mug is missing!

Make that TWO in a million!



Is the Mug valuable?

Priceless! Everything here is at least one thousand years old!

I suspected as much! I just ate lunch in your cafeteria!

Can you help us recover the King Fong Mug, McGarrish...?

I'll put my men on it right away...



Loco! You check out the alarm system! Find out who installed it, who has the keys, and who knew how it worked!

Gung-Ho! You check the museum for fingerprints, footprints, elbow prints, anything...

What should I do?

Who are you?!

I'm Dummy Williams! I'm your assistant! Gee... I'm on the show every week!!

You ARE?! What do you do, Dummy?

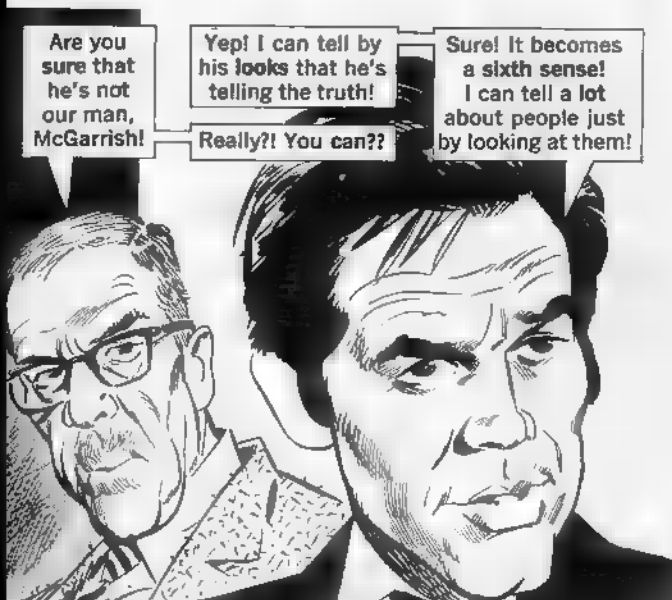
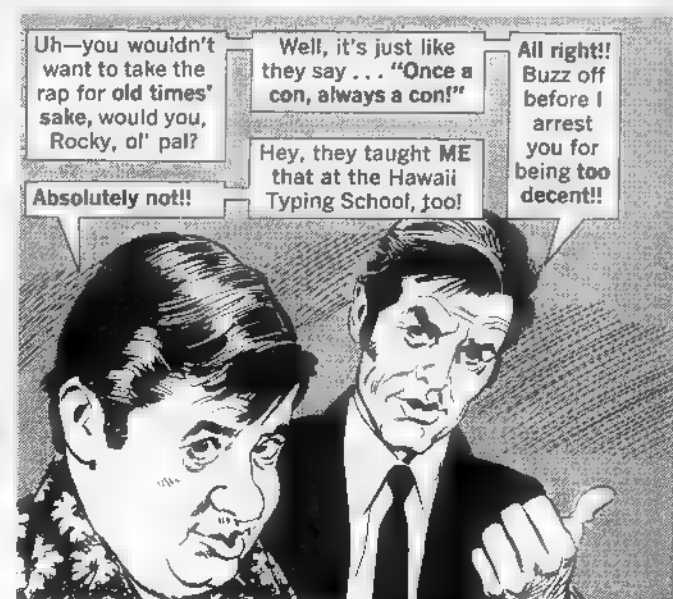
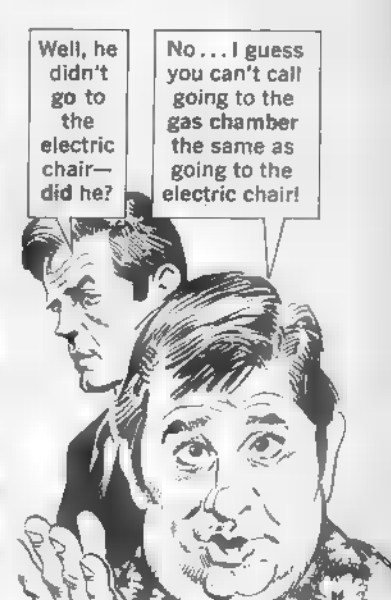
I usually go to Hawaiian bars... and I try to get information from pretty Hawaiian girls!

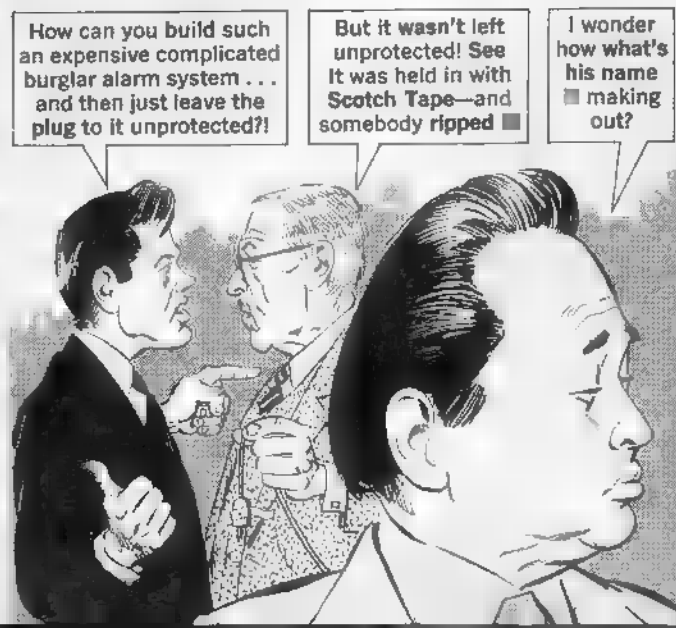
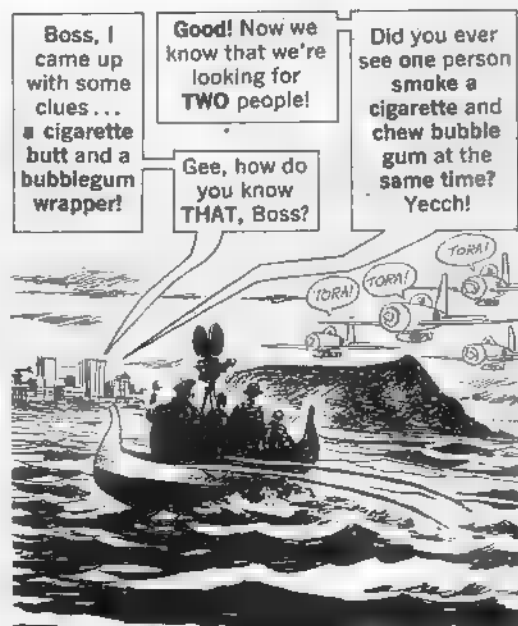
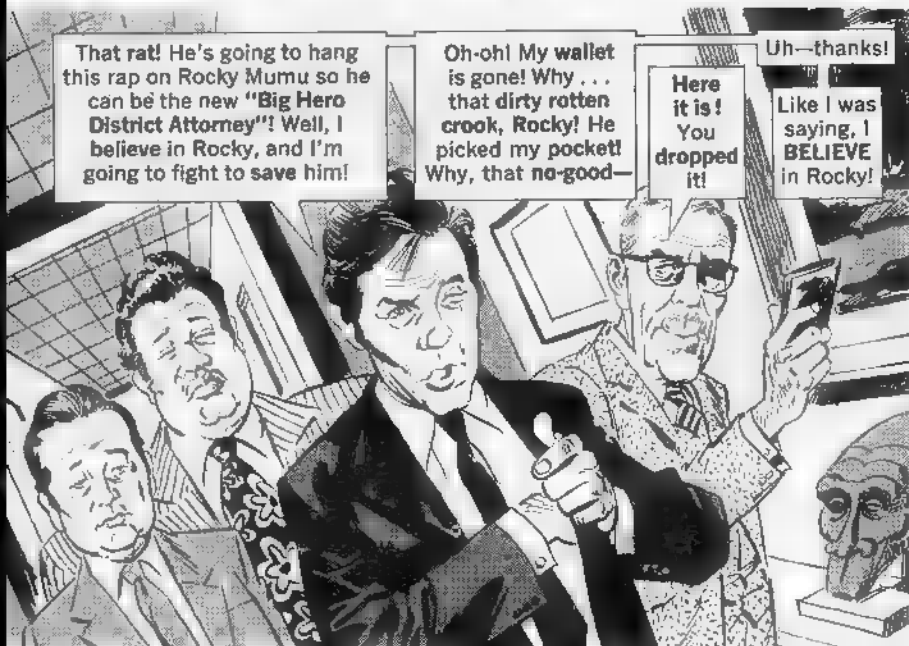
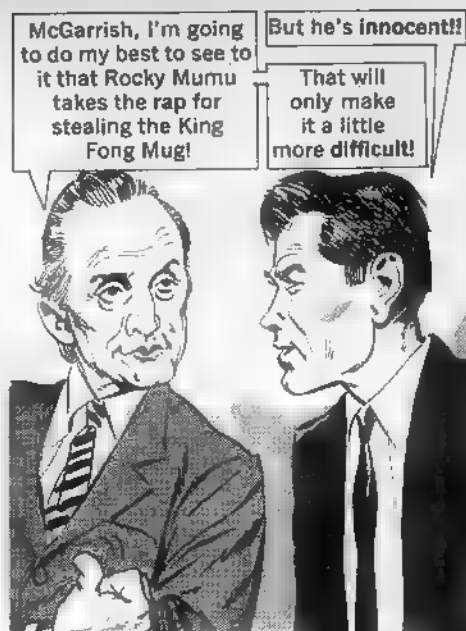
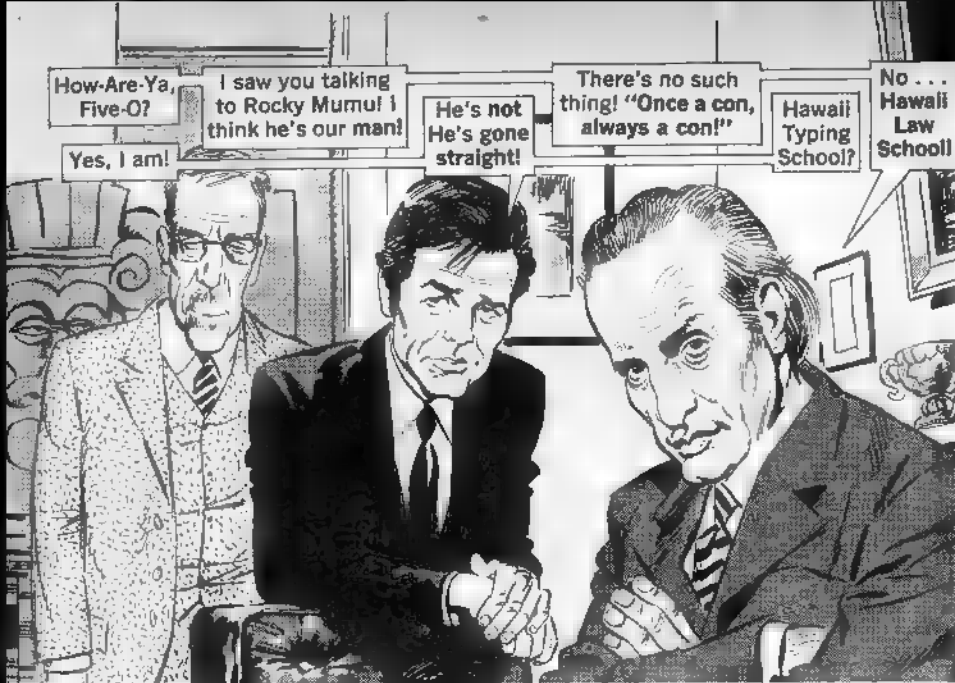
Well, if that's what you do, go do ■  
Meanwhile—I'll go to the beach and look around for the Mug!

Do you think someone may have buried it out there?

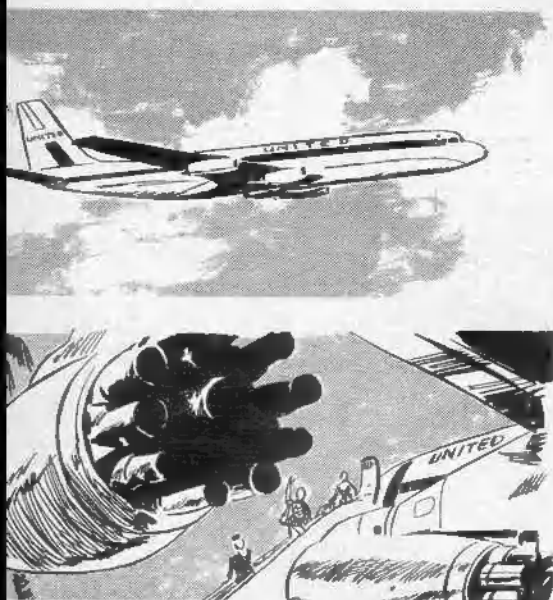
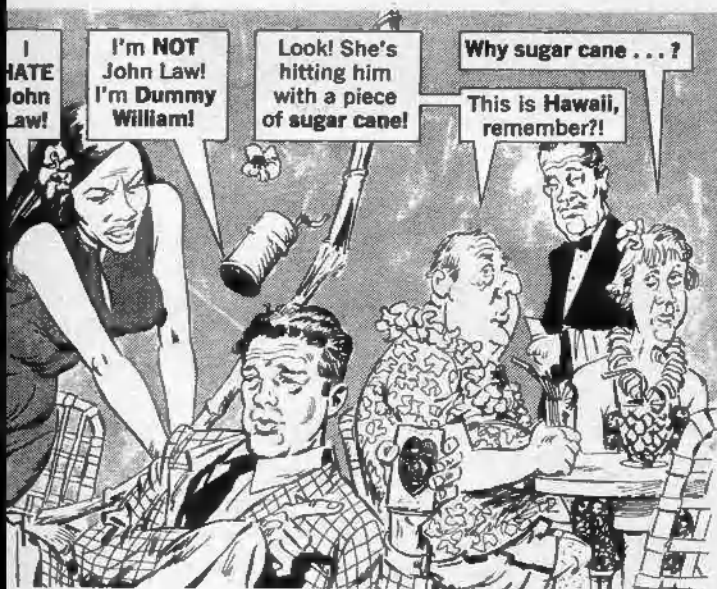
No, but remember what you said about this show! We have to keep reminding the viewers that we're here in Hawaii! So we have to show shots of the beach and surf as much as possible! Aloha!!













Oh, yeah! Right! Now... what did you come to see me about, Sir?

Find out who stole the King Fong Mug immediately! Don't let whoever it was bring a bad name to these paradise islands where a family of four can have the vacation of a lifetime for as little as \$45 a day, European Plan, and \$30 a day, American Plan... plus airfare! And now, if you'll excuse me, I have to go or else I'll miss my return flight!

We're in a fine fix! The Governor wants the crime solved immediately, and the new D.A. is going to hang it on Rocky Mumu and get all the credit! That makes me sick!!

Why? Because Rocky is innocent?

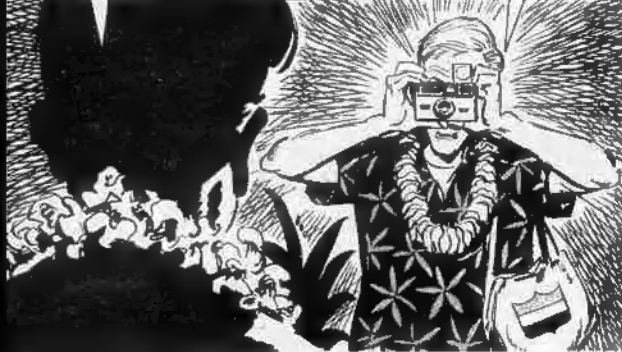
No, because Rocky's the only one WE could pin it on and get all the credit!

Chief, I may have come up with something!

Who's he?

Dummy Williams, your assistant!

Boy, I wish you'd wear a name tag!!



What did you find out, kid?

So...?

We've got our man! And we've got just enough time to get to court with the evidence! If I can only borrow somebody's comb!

But your hair is neat!!

The sixth girl I met and fell hopelessly in love with last night said she saw the District Attorney looking at the King Fong Mug three times last week!

He was smoking!

Lots of people smoke!

He was also chewing bubble gum!

Yecch!

I know! I want to comb a few locks down on my forehead so I'll look sexy and harassed!



Your Honor... I will prove that this ex-con, Rocky Mumu, stole the King Fong Mug because... "A leopard cannot change his spots!"

Very good! Hawaii Law School...?

No, Kipling's "Jungle Book"!

Stop the trial! Rocky Mumu is innocent! He never stole the King Fong Mug!



Your Honor, I and my staff—including that young man over there whose name escapes me—will prove that the new District Attorney HIMSELF stole the King Fong Mug!!

And how do you intend to prove THAT?

With facts and eye-witnesses!

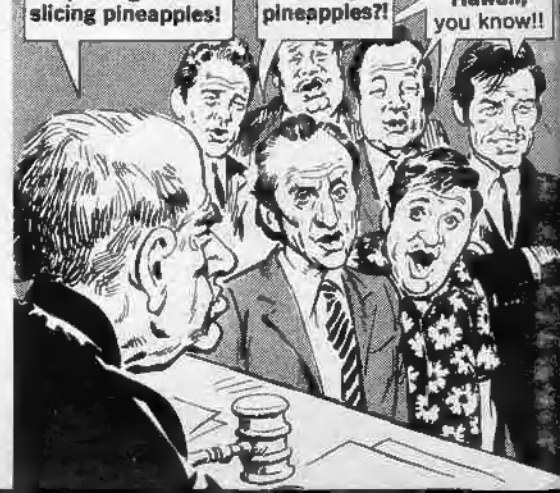
Ugh! McGarrish, you have no flair! I build a flimsy case out of thin air, circumstance and showmanship—and you resort to FACTS?! Okay, I confess! I DID steal the King Fong Mug!

In that case this Court finds you "Guilty"... and sentences you to 10 years of picking and slicing pineapples!

10 years of picking and slicing pineapples?!

What kind of a sentence is THAT?!

This is Hawaii, you know!!





WHAT IS  
CONTRIBUTING  
MOST TO THE  
BREAKDOWN OF  
COMMUNICATION  
BETWEEN  
PEOPLE?

## HERE WE GO WITH ANOTHER REVOLTING **MAD FOLD-IN**

People everywhere seem to have lost their ability to reach each other... to make contact... to communicate. To find out what is contributing most to this sad state of affairs, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



LOUD ANGRY SHOUTING—FOLLOWED BY NOISY  
PHYSICAL VIOLENCE USUALLY GREET'S ANYONE  
SERIOUSLY ATTEMPTING TO GIVE SOBER ADVICE  
TO HATE-FILLED POLARIZED GROUPS

ARTIST & WRITER:  
AL JAFFEE



# Scenes We'd Like To See



ARTIST: JACK RICKARD



WRITER: SERGIO ARAGONES

